

# India a key market for water and air purifier company AO Smith

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BENGALURU: US water technology and air purifying solutions company AO Smith said India, apart from China, will be the key markets for its growth in the future.

India is still a small market for the company, contributing about 1% of its total sales. But last year, revenue increased in high double digits compared to 8% globally, chairman and chief executive Ajita Rajendra said.

"We have a long-term view on India and our expectation is to continue growing at the current double-digit growth rates," he said.

The company has invested \$75 million in India so far and also has a factory which started in 2010.

AO Smith is also looking at ways to work with the Indian government in areas of air purification in the country at a time when pollution levels in various cities have reached alarming levels.

"We will be happy to share our technical expertise and collaborate with the government," Rajendra said.

Pollution levels in the country, especially in the Delhi-NCR region, were the talk of the town in October, which were higher than the prescribed standards of WHO. as pollution levels increase, demand for such purifiers can only go up.

The company, which is known in India for water heaters and purifiers, already has an air purifier business in China.