

## *KENT RO's unveils Kent Gold Optima at just for Rs.1295/-!!*

*"Pure Water, now in everyone's reach"*

Water is the essence of life and it is said that pure water is one of the world's most precious natural resources. But this "essence" has become a major threat now a days and the reason is water borne diseases. Diseases like diarrhea, jaundice, typhoid, cholera, polio, and gastroenteritis are very common water borne diseases which spread by contaminated water. With much of India's population denied access to safe drinking water, and the delivery of convenient and affordable water purification is one of the biggest social and technological challenges in the country today.

But KENT RO has taken up this challenge by coming out with another innovation, i.e, **KENT GOLD OPTIMA**. By this move the company has proved that, Water Purifier is no longer a tale of urban only, but has also become the part of rural lifestyle as they company has presented this product in such an economical range that anyone can avail the advantages of this product.

**Kent Gold Optima is world's first water purifier with UF membrane technology which helps in clearing cysts.** If we analyze cysts then, these are the deadly pathogens which are irremovable by most of the non – electric water purifiers. It is a unique and innovative concept as this is the purifier which not only clears bacteria but also cyst with it which is not possible in ordinary purifiers. Its superb filtering capability extracts almost all contamination from water, even those impurities which are very microscopic and are not possible to extract.

Another Unique Selling Proposition of this water purifier is that it requires no electricity as this elegant water purifier works on the principle of "**Gravity Purification**", which means a power separation approach in the purification segment. This entirely portable purifier delivers safe drinking water at a new market benchmark of Rs.1295/- .

**Kent Gold Optima** has the water storage capacity up to 10 litre, which is more than optimum for a small family. Its Nano silver coated Carbon provides better purification and also enhances purification capacity more than 200 times which gives pure and tasteful water. This product does not need any connection with tap and water can easily be filled by hands any where across. This purifier has been constructed with *Food Grades ABS Plastic* with a scenario that maintenance is trouble free and long lasting.



It is an innovative and astounding purifier expressly designed both for rural areas and urban lower middle income groups, who cannot afford expensive water purifier. This would provide a breath of relief to its instincts, who were deprived of availing the advantages of a water purifier. This promising technology will help in keeping you and your family away from deadly diseases at very low cost.

**Commenting on this move Mr. Mahesh Gupta, Chairman, Kent RO SYSTEMS LTD** said that, “**Kent Gold Optima** is in reality a windfall for rural people and lower middle class, for whom pure water is a dream. The social cost of water contamination is already enormous and increases every year. Although our unveiled innovation will definitely give many more people affordable access to safe water, it is an important step in the long term strategy to find a solution to provide affordable access to safe water for all.”

He added that, “We at KENT RO are committed to work towards wiping out the curse of water-borne diseases. It is an enormous privilege to be a part of this innovation which has the potential of positively impacting the lives of millions of people globally.”

**Availability:** All leading retail & home appliances stores.

**Price:** Rs.1, 295/-

**About KENT RO SYSTEMS Ltd.:**

KENT RO SYSTEMS Ltd. is a leading company in manufacturing of health care products like purifiers, which started its journey way back in 1985. It has a diversified group interest under various categories with strong presence in selling water purifiers like mineral ROs, gravity purifiers and water softeners. Pioneer in bringing revolutionary Reverse Osmosis (RO) technology to India for the first time, Kent, started in 1995 in Noida, India. Despite a humble beginning, today Kent is a strong organization with offices spread across major cities of India. Most importantly, today Kent has lakhs of satisfied customers to its credit.