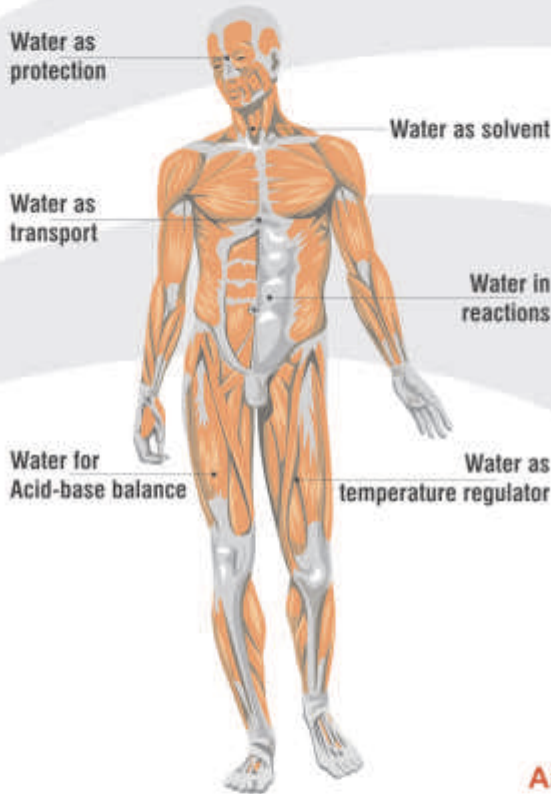


Water is Life

Pure Water is Healthy Life

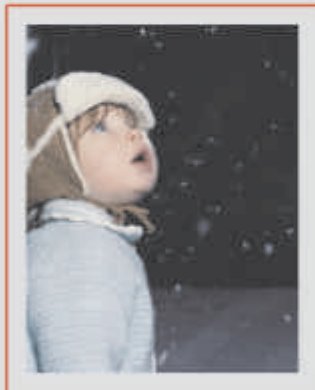
What Water Does!



What Today's Water Has!!	The Disastrous Results!!!
Excessive Iron	Gastro intestinal irritation
Hardness	Skin disease, Hair Fall
Fluoride	Fluorosis, Brittle Bones
Chloride	Decayed tooth, Carcinogen
Arsenic	Poisoning
Calcium	Gout
Magnesium	Kidney Stone
Copper	Indigestion
Lead	Mental retardation, Nephralgia
Sodium	Heart diseases, Hypertension
Sulphates	Dehydration, Digestive disorders
Radio active particles	Cancer
Barium	High blood pressure
Nickel	Kidney damage, Respiratory problems
Potassium	Electrolyte imbalance
Mercury	Kidney impairment, Fatal
Nitrates	Potential poisoning in infants
Pyrogen	Fever
Bacteria	Bacteria pestilence
Virus	Viral diseases
Pesticides / Insecticides	Cancer

**Yesterday's Generalised Purification Methods Are Passe
Analysis-centric Specialist Treatment Is The Need Of The Hour**

What's the Solution?



- Understanding the water by a thorough and authentic lab analysis
- Choosing the right purification process
- Identifying the appropriate product
- Zeroing in on the best solution provider

What is most important is 'that specialist touch' because

"LIFE IS TOO PRECIOUS TO COMPROMISE"

DANGERS FACED BY THE BUYERS OF WATER PURIFICATION SYSTEMS

- Cheap products sold in the market at throw away prices by individuals
- Market is teeming with fly-by-night operators with no quality commitment
- Low quality components used in the products pose danger to health in the long term
- Wrong configurations are sold by people with absolutely no knowledge about technology
- Products bought are not serviced due to the disappearance of the seller
- Exaggerated and false commitments by fly-by-night operators confuse the customers

Water purification systems have a direct bearing on our health and hence a decision taken to buy a purifier should be an informed one and based on several crucial factors.

TIPS TO TAKE A WISE INVESTMENT DECISION

Insist on a comprehensive techno commercial quote with complete technical specifications and commercial terms & conditions



This will give vital information about the technology proposed and whether the product has been suggested after a proper design evaluation and the quality considerations.

Design Basis	i. Analysis of Raw water - Physical / Chemical / Biological ii. Maximum quantity of water required per day iii. Purpose of Treatment
Choice of components	i. Critical Dimensions of the components ii. Make of the components iii. Material of Construction
Consumables	i. Type / Make / Quantity

A comparative statement will give a clear direction

Understand the Organization by seeking necessary information



- Age of the Organisation
- Type of Organisation
- Promoters' Back Ground
- Organisational Infrastructure
- Quality certification details if any
- Clientele Details
- Size of the projects executed
- Technical Expertise
- Value additions
- Marketing Collaterals - Pamphlets / Catalogues

A thorough scrutiny of the client list of the organization is essential



Large and reputed Institutional and Industrial customers generally adopt systematic purchase procedures like check on technical spec, track record of the organization, turn over of the organization, adherence of the company to statutory requirements, visiting the office to understand their infrastructure, visiting the existing customer sites to understand their project execution capabilities and after sales service. This helps them take an informed decision.

Look for such names in the company's client list and you can be partly assured about the credibility of the company.

Personal Visits help a great deal



Tendency to get carried away by the emotional demonstrations given by the sales person needs to be curbed. Sales people in direct marketing are adept at this. Check for the facts and figures. A personal visit to the existing client sites of the company will throw a lot of insight into their project execution capabilities and technical expertise. The possibility of a fly-by-night operator maintaining a handful of sites for reference is always bright. So do give a surprise visit to their office to assess their infrastructure and systems.

Check whether the company has the required tax registrations ?
(Note down the registration numbers for future reference)



Sales tax (SST / CST), Service tax and Income tax (PAN / TAN) registrations are fundamental and mandatory to run an organization. If companies without these registrations are caught by the appropriate authorities, that would mean the end of their operations. Water purification systems being highly service-oriented, people who buy products from these type of companies will not receive service and the investment made is fully lost.

Companies which are serious about building a brand name and garnering market shares with quality products and services will never avoid these basics.

Service Track Record is a strong indicator

It is most essential to know the service track record of the company. The number of AMC's and maintenance contracts the company has. The systems and processes adopted by the company in terms of maintaining the customer data base, tracking complaints, trouble shooting procedures etc. Ask for the names of a few customers who are in AMC and cross check with them.



Check whether the company is covered by PF and ESI benefits
(Look for supporting documents)

Quality manpower is most important for an organization which results in quality products, quality processes and quality service. Quality manpower can be retained only with fair employee benefits and statutory coverages. Apart from reasonable remunerations, statutory benefits like PF and ESI coverage have become basic criteria to attract qualified employees. A qualified and well trained work force is a vital factor in choosing a company. PF & ESI coverage also gives an indication to the size of the organisation.



We earnestly believe that the above tips will help everyone to take a wise decision. A small slip could cost us a lot of money and also our family's precious health. Investing in a water purification system is not just a purchase transaction but a WHOLESOME PARTNERSHIP built to last.

**OUR FAMILY DESERVES THE VERY BEST
WISHING YOU AN ENLIGHTENED AND SAFE INVESTMENT**

For expert advice contact:

MORF INDIA LIMITED

2nd & 3rd Floors, Mallis Manor, # 19, Pariyar Road, T. Nagar, Chennai - 600 017.

Ph: 044-2834 3875 / 2834 0997 / 5212 3036 / 5212 1886.

Help Line: 98410 05613. Fax: 044-2834 0997.

Email: info@morfIndia.com. Visit us @ <http://www.morfIndia.com>