



# MORF INDIA LIMITED

An ISO Certified and CRISIL Rated Company



## Dangers faced by the buyers of Water Treatment and Purification Products

Today's market is crowded with **unprofessional small time traders** and **one-man operations** without sufficient product / process knowledge.

These traders operate everywhere but mainly in the **outskirts of cities and rural areas** where customer awareness is generally less.

They invariably keep most commonly used industry terms such as **AQUA** or **RO** or **SOLUTIONS** as a prefix or suffix to their company names to gain credibility with the customers.

Some traders also maintain websites containing elementary details (**taken from the websites of professional companies**) and glossy catalogues to gain the confidence of gullible customers.

These traders either operate from **home** or from **small offices** or from shared **offices** with no or minimal statutory registrations. When the business becomes dull and unviable, they **simply disappear**. In turn, the customers who purchased products from them are left with a liability.

Most of the time, it is a classic case of a **group of unemployed and poorly qualified friends** coming together to float a company. The **ignorance of the market** in water treatment helps them make some fast money easily.

Most of these traders cheat customers by selling **similar looking sub-standard products** made of cheap material / plastics thus posing a grave health threat in the long term.

Due to lack of **sufficient knowledge** and **necessary technical qualifications**, these traders sell wrong and unsuitable products to the customers which again pose a serious health threat.

These traders also deliberately mislead customers with **wrong information, exaggerated / false commitments** and make them buy their products.

They often indulge in negative marketing (**giving false information about established brands**) to confuse the customers and gain their trust.

These traders use the **ultimate weapon** of offering these products at **unrealistically low rates** to attract the customers.

## Tips to take a wise investment decision

- Insist on a full quotation with complete technical specifications of the product (**will be helpful for a clear comparison**)
- Ask for the company profile and fact sheet
- Check whether the company has the required statutory registrations (**eg. Company Registration / Sales and Service Tax Registrations / Income Tax Registration / PF and ESI Registrations etc.**)
- Check the website of the company
- Scrutinize and cross check the client list of the company (**through sudden personal visits**)
- Give a surprise visit to the company's office (**most important step to know their infrastructure**)

**Water Purification Systems have a direct bearing on our family's health and hence a decision to buy a purifier should entirely be based on authentic information about the company and products.**

**OUR FAMILY DESERVES THE VERY BEST.**

**For a FREE DEMO**

**SMS MORF To 54545\***  
**or call 99412 66666**

Issued in public interest.

\*Special SMS rates apply.



[www.morfindia.com](http://www.morfindia.com)