

# [Eureka forbes essay](https://assignbuster.com/eureka-forbes-essay/)

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Eureka Forbes B U S I N E S S I N D I A u June 14, 2009 Corporate Reports •Over 71 million litres of Aquaguard water are consumed daily across the country • the model also being the only water purifier to be endorsed by the Indian Medical Association. •driven by its credo of ‘ a happy, healthy, safe and pollution free environment, built on trust and lasting relationships with customers’, Eureka Forbes Ltd (EFL) has inducted technologies that enhance water quality to exceptional levels. •It enjoys a 70 per cent share in the ultra violet (UV) segment, 45 per cent in reverse osmosis (RO) and 30 per cent in gravity-based systems.

The largest direct sales network in Asia oSales personnel (‘ EuroChamps’) 6, 000 oHouseholds visited each year by EFL salesmen (million) 60 oDemonstrations of products their visits result in (million) 4 oCustomer response centres 210 oFranchise direct operators 419 oAfter sales service partners 1, 075 oService technicians 5, 800 oWater laboratories (Aquacheks) 18 •Distribution network (retail) ? Dealers 9, 041 ? Distributors 385 ? Distributors (institutional) 90 •EFLs 250, 000 RO-based units are sold nationwide; in contrast, Kent sells only 120, 000. It employed dynamic, highly motivated individuals, called ‘ Eurochamps,’ who projected the image of ‘ The friendly man from Eureka Forbes. ‘ • for the average Indian consumer, Eureka Forbes became synonymous with the smartly dressed salesman who came to their houses and cleaned up things in a jiffy or showed how water purifiers were indispensable. •Future Prospects: it was only to strengthen the core products by capitalizing on their brand image. oThe 2006 ‘ Mera Brand’ Award to Aquaguard Water Purifier and for being India’s most preferred brand Specialists in 5 water technologies o Over 20 products available and over 3 million units sold Addressing 17 diverse water conditions o World’s largest manufacturer of Ultra Violet based water purification systems oOver 71 million litres of Aquaguard water consumed daily • •From April to May 2006 over 6000 health check-ups were done during the Aquaguard RO Health Yatra across residential colonies, market places, malls, parks and clubs as part of its social awareness campaign.

Eureka Forbes Runs for A Cause – Save Water and Harvest it! Mumbai Marathon, January 15, 2006 •