

Eureka forbes essay

[Life, Relationships](#)



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

- oresponse centres 210
- oFranchise direct operators 419
- oAfter sales service

- opartners 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

- oIndia'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 •