

ADVANTAGES OF BISLERI MINERAL WATER

Bisleri packaged drinking water is not just an ordinary bottle of water. Bisleri is committed to provide consumers with pure, safe, and healthy drinking water. Before BISLERI water reaches to you, it passes through 10 stage purification process and 114 Quality Tests.

Below are the advantages of [Bisleri Mineral Water](#):

1. [10 Step Quality Process](#)
2. [114 Quality Tests](#)
3. [Mineralization](#)
4. [Double Ozonisation](#)

1. [10 STEP Quality Process](#)

I. **Careful Collection:**

Our water is carefully collected from different sources like underground water, rivers, etc. Collected water undergoes a quality control check at source. A battery of quality tests are performed to certify the source. Only then is it considered fit for purification.

II. **Ozonisation**

Ozonisation is done to kill harmful bacteria. Bisleri has established a unique, highly reliable Double Ozonisation Process. Ozone is at least 50 times more powerful and 3000 times faster than chlorination to kill bacteria and other microbes. Further, it also improves the taste and clarity of water. Other brands use chlorine at raw water stage. Chlorination process is not safe as it leaves traces chlorine in water which is carcinogenic in nature.

III. **Sand Filter**

Unwanted solid particles of up to 30 microns are filtered. At this stage, a few Quality Tests are carried out to Monitor & control presence of Micro-organisms and measure the concentration of ozone in water.

IV. **Carbon Filter**

This step helps to get rid of unwanted colour, odour and harmful pesticides, if any. To ensure our quality standards are met, a few more Quality Tests are carried out to Monitor & control presence of Micro-organisms, measure the concentration of ozone in water & to keep a check on the efficiency of the carbon filter.

V. **Reverse Osmosis**

Water then goes through Reverse Osmosis, commonly known as RO, a purification technology that removes soluble solids from water. However, the challenge is that while RO removes unwanted salts from water, it also eliminates essential minerals that are good for health.

VI. Mineralisation

A very critical step wherein right amount of vital minerals such as Potassium & Magnesium are added making the water healthy & giving it a sweet taste. Magnesium is an essential mineral to maintain bone health and heart health. It also lowers risk of diabetes, relieves headaches, etc. Potassium reduces the risk of stroke, lowers blood pressure, reduces the formation of kidney stones, etc.

VII. Micron-Filtration

Micron-Filtration is the second last stage of water purification. This stage ensures that even the smallest micron-particles up to 0.45 microns are removed from the water.

VIII. Re-Ozonisation

At this stage, Ozone is again added to the water to sustain the purity & quality of water. Drinking Ozonated water is known to increase the oxygen level in the body, thus, helping to improve the energy levels and boosting the immune system. Ozone is also used to generate anti-oxidants

IX. CAREFUL BOTTLING

Bisleri is bottled and packaged using highly modernized equipments. Bisleri bottles are only blown on site to avoid any external contamination. The bottle is made using a preform that is fed into the mould, blown & stretched to its size at 100 degrees C. Blowing at such high temperature ensures that any harmful bacteria if at all, is killed. Leaving no chance for contamination, bottles again go through Ozonisation to ensure that highest safety standards are met.

X. FINAL QUALITY CONTROL

Every bottle has code printed stating the batch number, date, time and manufacturing location. Stringent quality control checks are done for each and every batch so that Bisleri's quality standards are met.

2. 114 QUALITY TESTS

114 tests are conducted by Bisleri to guarantee purity in every drop.

3. MINERALIZATION

Minerals in Our Water

Minerals are important for our health as they can greatly affect the taste of water. Popular purification processes like Reverse Osmosis are so designed that along with the unwanted chemicals they also remove the healthy minerals present in water.

At Bisleri we add back just about the right combination of minerals (Potassium and Magnesium), thus, enhancing the taste of the water and also helping to maintain a proper mineral balance in the body.

Benefits of Magnesium & Potassium

Magnesium:

1. Magnesium is one of the six essential macro minerals that comprises 99% of body's mineral content.
2. Magnesium helps to build bones, enable nerves to function.
3. Magnesium is involved in energy metabolism and protein synthesis in body.
4. Magnesium shows therapeutic value in treating condition such as headache, sleep disorder etc.

Potassium:

5. Potassium is an essential to maintain body cell's functional property.
6. Potassium is an electrolyte which regulates balance of body fluids.
7. Potassium plays roll in lowering elevated blood pressure.

4. DOUBLE OZONATION

Raw water is ozonised at the initial stage and again water is ozonised at the final stage of purification and thus double ozonisation helps to maintain purity and quality in sealed condition of bottle. Chlorination process in raw water as done by local brand (to be cost efficient) is not done for Bisleri. As the chlorination process leaves behind traces of chlorine in water which are harmful for human consumption.

Benefits of Ozone:

- Strengthens your immune system
- Kills bacteria and viruses on contact
- Increases oxygen level of cells in human body
- Detoxifies human body
- Can kill Cancer Cells & HIV
- It is Anti-ageing and increases energy
- It reduces acidity

BENEFITS OF BISLERI OVER DOMESTIC WATER PURIFIERS/RO

1. **TDS:** TDS (Total dissolved solids is the summation of all minerals & salts) is the main cause for taste which is maintained in Bisleri water. This is not possible to maintain uniformly in domestic water purifiers.

2. **QUALITY CONTROL:** Each batch of Bisleri water is checked for absence of harmful chemicals and microbes by qualified staff in plant lab, before it reaches to consumer but water from domestic purifier is not tested for such parameters. One has to understand the process of the purifying system, how it works. Contaminated water from Tap passes through the filters (Cartridge) which is fitted inside the purifier. The filter retains the solid waste, bacterial, virus and other micro-organism which is present in the Tap water on the filter media and stays there, you get clean pure water which passes through the filter for consumption for few days. The bacteria, virus micro-organism and the muck grows on the filter over time. Within a month's time the filter itself becomes the source of contamination for the water that we drink. Our research has shown that the filters need frequent back wash and cleaning to be effectively working as a water purifier. If the filters are not cleaned regularly then the water which comes out of the filter carries contamination and the load of micro-organism increases day on day.
3. **ADDED MINERALS:** According to a report released by WHO in 1980, demineralized RO water has an adverse effect on human organs. As recommended by WHO the minimum dissolved salts that water should have is 90 ppm. Water with low TDS of 10, 15 is like distilled water which is used in Car Batteries. Also low TDS water is high on Acid. Bisleri adds good and essential minerals which helps human body function well. But domestic water purifiers cannot add minerals, it only filters the water which comes through your Tap. A recent WHO report mentions that when RO water is consumed, it also leaches minerals from the body since it doesn't add back minerals. This means that the minerals being consumed in food & vitamins are being urinated away.
4. **STRINGENT SANITATION:** Cleaning and Sanitation of equipments at Bisleri is done on daily basis whereas in water purifier cleaning activity takes place approximately once in 6 months. The filters in the purifiers have to be cleaned sanitized frequently to get pure safe drinking water. If not cleaned then the filters themselves become the source on which Bacteria, virus and other micro-organism grow. People should see the conditions of water purifier in one month times and judge the amount of dirt collected inside the filter.
5. **AVAILABILITY:** Bisleri is available in all parts of India as & when required but water purifier is not portable.
6. **ZERO MAINTANANCE:** A Bisleri consumer need only to purchase a bottle to drink healthy pure and safe water whereas domestic water purifier needs to be to maintained/replace various components of water purifier for which technician is required. Purifiers need constant electric power and continuous water in the tap. This involves cost and time. Most important the filters should be ideally cleaned at a frequency of 1 or 2 month, which also depends on the quality of the Tap water.
7. **CAPITAL INVESTMENT:** Consumer has to invest a big amount to avail water from domestic purifier as it is not cheap whereas Bisleri water is available at all price range.

8. **GOVERNMENT VIGILANCE:** Bisleri being leading brand, is regulated by various government bodies i.e. BIS/FSSAI etc. but domestic purifier companies are not under control of these bodies and hence no assurance on quality.
9. **CHECKS OF PACKAGING MATERIAL:** Bisleri is packed in food grade and virgin (not recycled) plastic bottles & cap, which is also tested for various parameters in government approved labs. Domestic water purifier does not provide any such container and using non-reliable container may also cause harms to consumer.

BENEFITS OF BISLERI WATER OVER BOILED WATER

1. **EFFECTIVE PURIFICATION:** Bisleri water passes through 10 step purification process and gives safe and pure water whereas boiled water needs to be heated at 100° C for 20 min for effectively killing the Bacteria and virus present in source water, which cannot be ensured accurately at home. This consumes power or fuel/gas. Also, after it gets cooled and if the boiled water vessel is lying around with a loosely fitted lid then there are chances that aerial contamination (bacteria present in the air) enters the water again and makes it unfit and is no longer safe to drink.
2. **CONTAMINATION REMOVAL:** Bisleri water can remove bacterial as well as chemical contamination whereas boiled water can remove only bacterial contamination and it cannot remove toxic waste and chemicals.
3. **SUSPENDED IMPURITIES:** Bisleri water is free from any suspended particles whereas boiling does not remove physical suspended impurities like dirt, dust, mud and free particles of rust, which need an effective filtering mechanism.
4. **RECONTAMINATION:** Bisleri water is sealed in sterile bottle and hence there is no chance of recontamination whereas in boiled water, it needs to be cooled which takes minimum 30 min to 90 min time during which there is every chance of water getting contaminated if it is exposed to open environment.
5. **TASTE:** Bisleri water has sweet taste as essential mineral is added whereas boiled water develops a “flat” taste. This is because the dissolved oxygen in the water is released in the form of bubbles. Or settles down at the bottom of the vessel. (White sedimentation that you will see).
6. **MINERALS:** Bisleri water has added essential minerals whereas minerals in boiled water varies from source to source.

7. **HANDLING:** Bisleri water is easy to handle as they are packed in various sizes which can be consumed directly from the bottle. Each bottle is packed hygienically in clean environment soon after the purification process is completed.
8. **TOXIC WASTE:** Bisleri water is free from any toxic waste whereas, when water is boiled, toxic waste which doesn't vaporized/evaporate, becomes concentrated in water.
9. **SHELF LIFE:** Bisleri water has shelf life of 6 month whereas, boiled water shelf life cannot be defined.
10. **GOVERNMENT VIGILANCE:** Bisleri being a leading brand, is regulated by various government bodies i.e. BIS/FSSAI etc. which boiling water is not.

BENEFITS OF BISLERI OVER LOCAL PACKAGED DRINKING WATER BRANDS

1. **MANUFACTURING CONDITIONS-** Bisleri water is manufactured under controlled conditions whereas local brands may not have any assurance on controlled environment. Though both the manufacturing processes are governed by BIS (which gives the ISI marking) but it is very pertinent to say the process compromises can be made. One cannot identify bacteria, micro-organism by naked eye, one has to be sure that the manufacturer has followed the process. Consumer should also make an attempt to check on the manufacturing facility of the brand of water that he is consuming.
2. **Raw Material QUALITY-** Bisleri ensures that all Raw Materials are procured under strict quality control with proper vendor approval process whereas local brands may not assure on vendor approval.
3. **AUTOMATIC PROCESS-** In Bisleri, automatic process without human intervention is followed where in local brands automation can't be assured.
4. **SAME QUALITY EVERY TIME-** Strict automatic process leads to same taste and quality every time while local brand's taste and quality may differ.
5. **MINERALS-** Bisleri water is having right amount of added minerals and TDS for better health whereas Essential minerals are not added in most of the local packaged drinking water brands.
6. **VALUE FOR MONEY-** Value for money for customer when compared to any local brand as local brands are also sold almost at same price.

7. **CARE FOR CUSTOMER-** Bisleri consumer redressal system is very easy if any defect found while local brands there may not be proper consumer redressal system.
8. **STATE OF ART MANUFACTURING FACILITY-** Bisleri follows 10 stages of purification process and Bisleri water undergoes 114 testing while local brands provides no assurance on purification process and testing parameters.
9. **LEGACY –** Bisleri having strong legacy of 50 years with commitment towards quality excellence while local brands do not provide such trust.
10. **CONSUMER SATISFACTION-** Bisleri is India's number one brand as per independent survey (Brand Equity) in 2019 which reflects consumer trust and our dedication towards consumer satisfaction while trust value of local brands is not known.