



True Purity™

— Pure water, pure life —
India's Trusted Water Purifier Brand

Experience The Power of Pure Water

For Healthy • Happy • Safe Families



Advanced RO Technology | 100% Safe | Trusted Protection

True Purity vs Other Purification Methods

₹0 Installation | ₹0 Maintenance | ₹0 Machine Cost | ₹0 Filter Cost

	True Purity	Other RO	Plastic Cans
Cost Per Litre	₹0.50 - 1	₹1.5 - ₹2.5	₹2 - ₹4
Buying Cost	✓ ₹0	✓ 15000+	✗ NA
Filter Replacement	✓ Free	✓ ₹2000/year	✗ NA ✗
Annual Maintenance	✓ ₹0	✓ ₹4000 - ₹500	✗ NA ✗
Water Quality Check	✓ High ★★★★★	✓ Maybe	✗ No ✗
Free Service Visit	✓ Free	✓ Limited	✗ NA ✗
Fast Upgrade Option	✓ Easy	✓ Limited	✗ No ✗
Support	✓ Quick Local Support	✓ Slow & Ticket Based	✗ No ✗
Continuous UV Filtration	✓ Yes	✓ Maybe	✗ No ✗
Service Schedule	✓ Automatic	✓ Full of Hassle & Manual	✗ No ✗

Why Pay ₹3 Per Litre Every Day?

Switch to True Purity & Save ₹10,000+ Every Year



* Pricing is indicative and subject to market changes

★ TP-PRIME (Classic)

MRP: Rs. 12,000/-

⌚ STORAGE CAPACITY: 12 LITERS

⌚ FILTRATION CAPACITY: 15 L/hr

PURIFICATION STAGES:

7 STAGE ADVANCED PURIFICATION

TECHNOLOGY:

**RO + UV LED + Basic UF + Copper
Enrichment + Essential Minerals**

HIGHLIGHTS:

- ✓ Affordable Rental & EMI Available
- ✓ Affordable & Reliable
- ✓ Food Grade ABS Body – Stylish & Durable
- ✓ Fully Automatic Operation – Auto On/Off
- ✓ Power Saving UV LED
- ✓ Wall-Mountable / Table-Top Design

BEST VALUE FOR MONEY FOR SMALL FAMILY



Pure Water ,Pure Life -
Trusted by families Across India

★ TP-ROYAL (Premium)



MRP: Rs. 15,990

- ⌚ STORAGE CAPACITY: 12 LITERS
- ⌚ FILTRATION CAPACITY: 18 L/hr

**PURIFICATION STAGES:
9 STAGE PURIFICATION**

**TECHNOLOGY:
RO + UV LED + UF +
TDS Controller
+ Copper + Minerals**

HIGHLIGHTS:

- ✓ TDS Controller ensures Balanced taste & safe minerals
- ✓ Faster purification (18 L/hr)
- ✓ Stylish & durable premium design
- ✓ Food Grade ABS Body – Stylish & Durable
- ✓ Fully Automatic Operation – Auto On/Off
- ✓ Power Saving UV LED

IDEAL FOR MEDIUM FAMILY



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*1 Year Warranty
*1 Year Free Service
Lifetime Technician Support



TP-ELITE

(Ultra Premium)

MRP: Rs. 23,990

Specifications

- Storage Capacity: 15 Liters
- Filtration Capacity: 20 L/hr
- 9 Stage Premium Purification
- RO + UV LED + UF + TDS Controller + Copper + Alkaline Boost



Highlights

- Alkaline water for balanced pH & energy
- Copper + Minerals + Alkaline = Triple Health Protection.
- Maximum storage (15L) with fastest purification (20 L/hr)
- Ultra Premium design for modern homes



Body & Build

- Food Grade ABS Body - Stylish & Durable
- Fully Automatic Operation - Auto On/Off
- Wall-Mountable
- Table-Top Design



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TP-ELITE TRANSPARENT

(Ultra Premium)

MRP: Rs. 23,990

Specifications

- Storage Capacity: 15 Liters
- Filtration Capacity: 20 L/hr
- 9 Stage Premium Purification
- RO + UV LED + UF + TDS Controller + Copper + Alkaline Boost



Highlights

- Alkaline water for balanced pH & energy
- Copper + Minerals + Alkaline = Triple Health Protection
- Maximum storage (15L) with fastest purification (20 L/hr)
- Ultra Premium design for modern homes



Body & Build

- Food Grade ABS Body - Stylish & Durable
- Fully Automatic Operation - Auto On/Off
- Wall-Mountable
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WHY CHOOSE TRUE PURITY?



✓ **ISO CERTIFIED** TECHNOLOGY



✓ **10 DAYS** FREE TRIAL



✓ **FREE** INSTALLATION



✓ **FREE** PRE FILTER



✓ **AFFORDABLE RENTAL & EMI** AVAILABLE



✓ **QUICK** SERVICE SUPPORT



✓ **9** STAGE PURIFICATION

✓ **AMC** AFFORDABLE IN THE MARKET



✓ **Rental** subscription affordable in the market



✓ **ZERO** MAINTENANCE ONLY FOR RENT

TRUE PURITY

Promise

- ✓ **100% Safe & Pure Drinking Water**
(Healthy water for your family)
- ✓ **Most Affordable AMC in the Market**
(Low-cost maintenance for long-term use)
- ✓ **Affordable Rental & Subscription Plans**
(Use RO purifier without heavy investment)
- ✓ **Advanced & Trusted Purification Technology**
(RO + Modern filtration system)
- ✓ **Fast & Reliable Service Support**
(Quick technician service when needed)
- ✓ **Best Quality at Honest Price**
(Premium quality without overpricing)
- ✓ **Customer Satisfaction is Our Priority**
(Your trust is our biggest strength)

TRUE PURITY - INDIA'S TRUSTED BRAND