

Clean Home to contribute 8-10% to TTK Prestige topline in 3 years



TT Jagannathan, Chairman

Launches country's first electric mop, new range of water purifiers

Prestige Clean Home, the fledgling division of TTK Prestige, unveiled the country's first electric mop and a new range of water purifiers in Bengaluru on Thursday. The division, which was launched in April 2016 and offers a range of home cleaning solutions, is expected to contribute 8-10 per cent to the company's topline over the next three years, fuelled by the new product launches.

Conceptualised by TT Jagannathan, Chairman of TTK Group, the Hero electric mop, priced at ₹8,995 took five years to develop —from the idea to product stage — and is positioned as a deep cleaning product that sweeps, scrubs, mops and dries simultaneously. The mop comes

with an attached water dispenser bottle that uses clean water for every stroke and doesn't require repeated rinsing in the same bucket of water that becomes dirtier with every dip. It is portable and has an extra long, 21 ft power cord and a convenient drip tray to dispose dirty water. With this, the company now offers a range of mops from ₹199 to ₹8,995.

A new range of Tattva water purifiers in the gravity, non-electric segment were launched in five variants at a price ranging from ₹2,995 to ₹4,495.

Asked about the potential demand for the Hero electric mop, Jagannathan said: "We expect slow growth with the Hero electric mop. However, we think it has great export potential, especially in Latin America, South-East Asia, China and southern US, wherever there is a lot of dirt that needs to be cleaned. We also plan to display the mop at the Frankfurt home and kitchen appliances in February."

Good potential

On the company's late entry into the water purifiers market, Chandru Kalro, Managing Director, TTK Prestige, said "Although we are late entrants, we offer India's largest range of gravity water purifiers in the non-electric segment which has no recurring costs of expensive AMCs (annual maintenance contracts) but has a DIY (do it yourself) cartridge that can easily be replaced once in 6 months by the user. Using Fibrillated Adsorbent Cellulose Technology (FACT), Tattva purifiers remove 99.9 per cent of bacterial, viruses and cysts, use a three-stage filtration with chemical-free purification technology, can purify 9 litres of water every hour and meet the US EPA standards, the company said.

Prestige Clean Home has launched more than 50 products in the span of one year and the company continues to invest 2 per cent of revenues in R&D and new product development.