



**HAVELLS**

# Water Purifier

User Manual

**max**  
*alkaline*





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**HAVELLS**

# WELCOME TO HAVELLS WATER PURIFIERS

At Havells we believe in making a difference by touching every aspect of our consumer's lives through the products we make and bringing positive changes in it. Since the very beginning all our products have been manufactured keeping the highest standards of quality and innovation in mind and we make sure that they meet the world class standards that our consumers demand. And this legacy continues unwaveringly when it comes to Havells Water Purifiers too.

Our experts with decades of experience in Water Purification Technology have been listening to the consumers and we understand that due to lack of adequate information, there are a lot of questions and confusion in the consumer's minds about the need of water purifiers today and how to choose a water purifier basis the water quality in their area. Water quality has changed drastically over the years and many water purifiers available in the market today are not effective to give protection from the new age pollutants and provide safe drinking water devoid of any impurity.

Keeping this in mind, we have designed and perfected a water purifier that recognizes the challenges of new age pollutants and removes them effectively. What makes Havells Water Purifier unique is the fact that it has a powerful purification process to remove all complex impurities, it adds back wide spectrum of naturally occurring essential minerals and trace elements that are removed in the filtration process and makes it easier to absorb and hydrates your body.

It is our commitment that we continuously strive to make lives better for our consumers, so lets understand your water purifier better in the subsequent sections.

Dear Customer,

We welcome you to the ever growing family of happy Havells consumers. Havells is being trusted by millions of consumers all over the world for its quality products and efficient after sales service.

It's a matter of great pride for us that you've entrusted Havells Water Purifier for your family and home. Our experts with decades of experience in Water Purification Technology have been listening to the consumers like you and have developed this purifier keeping in mind your needs and demanding lifestyle.

We are confident that you will be satisfied with its performance and it will fulfill your need for providing clean and safe drinking water to your loved ones.

This manual is a simple and easy to understand step by step guide that explains everything you need to know about your water purifier and it will assist you to get the best performance out of it. Please go through this booklet to understand its operation and periodic maintenance.

However in case you have any query or you need further assistance, please feel free to contact us at, call 1800 11 0303, 1800 103 1313 or e-mail us your concern or suggestions at [wecarewaterpurifier@havells.com](mailto:wecarewaterpurifier@havells.com)

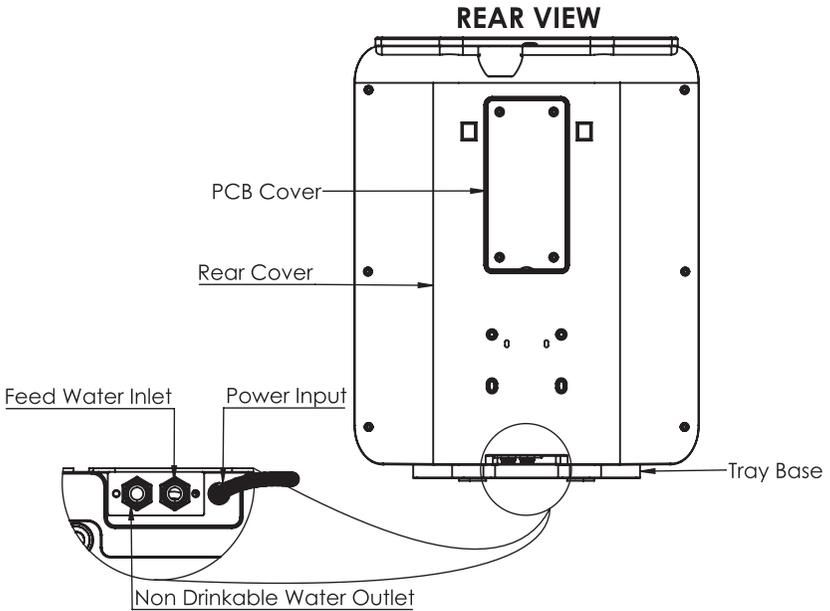
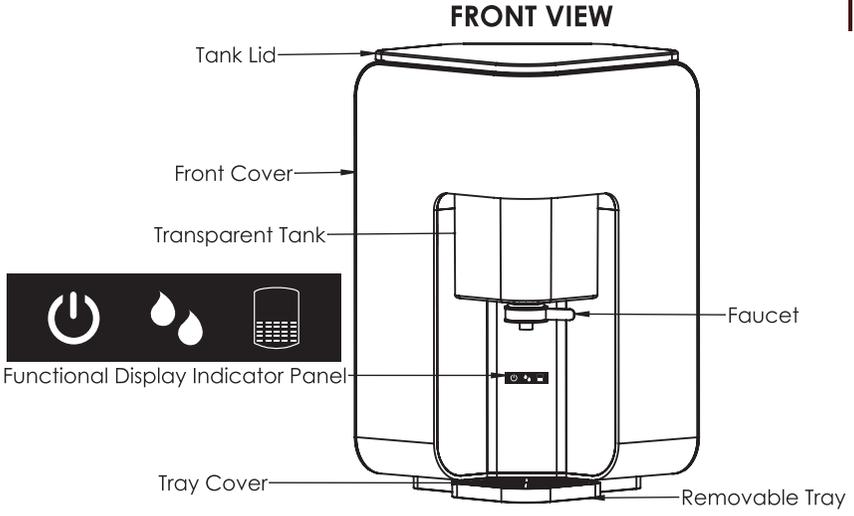
We thank you again for choosing Havells Water Purifier and assure you that your journey with us will be a delightful one.

Yours sincerely

Havells India Ltd.



# 2. PRODUCT OVERVIEW



# 3. TECHNICAL SPECIFICATIONS

PARAMETERS	VALUES
Product dimensions (H x D x W) in mm	490 x 273 x 382
Net weight	~ 8 Kg
Flow rate*	Up to 15 liters per hour
Storage tank capacity	≈ 7 L
Purification technology	Absolute safety through 100 % RO & UV technology
Purification stages	7 Stages
Membrane type	Thin film composite RO membrane
Material of construction for plastic components	Food grade
Power rating (max)	45 Watts
Input voltage	230 V, 50 HZ
TDS reduction**	≥ 90%
UV column disinfection efficacy	6, 4, 3 Log reduction @ 30 LPH
Installation type	3 Ways- Corner mount, Straight wall mount & Table top

RECOMMENDED FEED WATER QUALITY	
PARAMETERS	LIMITS
Total dissolved solids	Up to 2000 PPM
Total hardness	Up to 600 PPM
Turbidity	Up to 15 NTU
pH	8.5-10
Feed water pressure	6 psi to 30 psi
Feed water temperature	5 <sup>0</sup> C-45 <sup>0</sup> C
Iron	Less than 0.3 mg/L
Free chlorine	Less than 0.2 mg/L

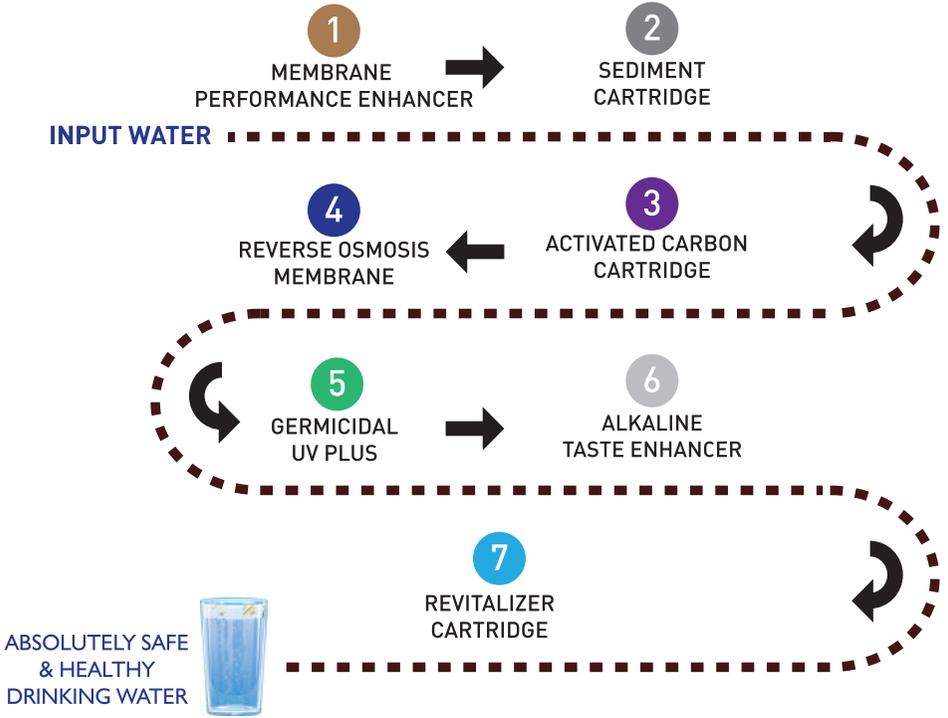
\*Flow rate may vary depending upon feed water quality, input water pressure, condition of membrane & cartridges.

\*\* TDS percentage reduction may vary depending upon type of feed water, feed water pressure & cartridge life.

\*\*\* In case input pressure goes below 6 psi, you need to buy booster pump and if pressure is above 30 psi, you need to install pressure reducing valve at an additional cost.

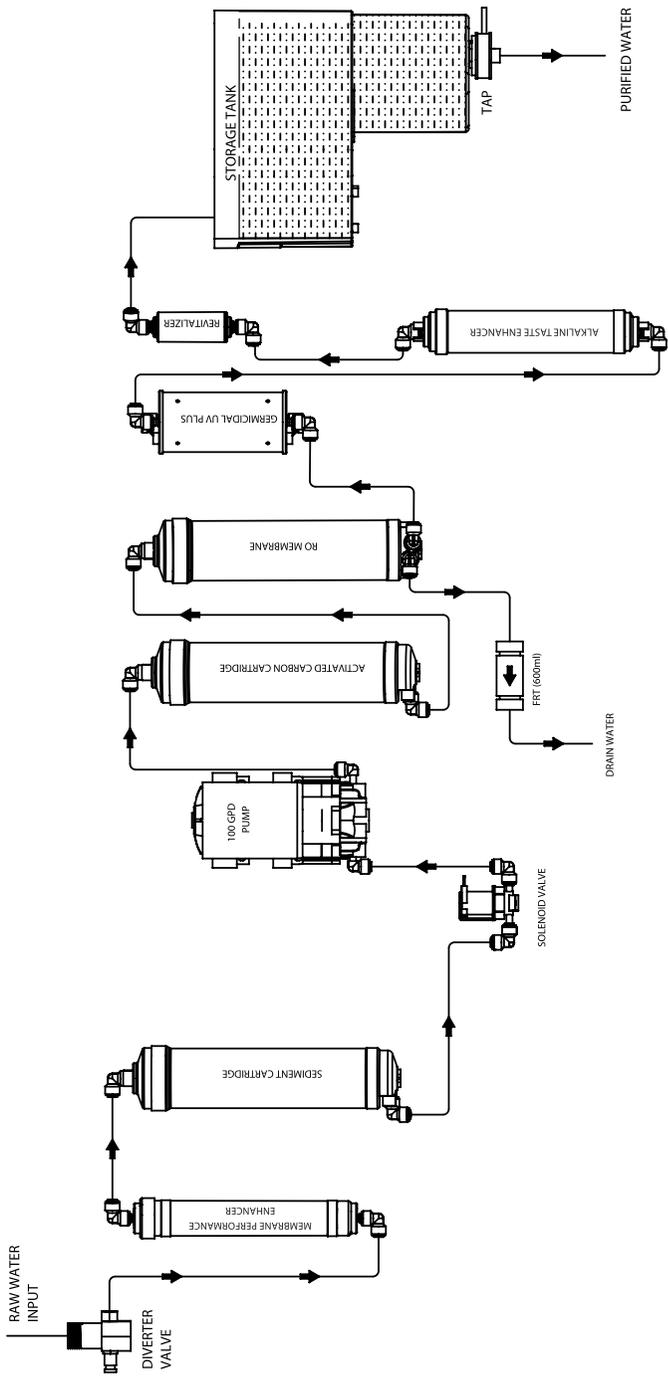
## 4. MQX Alkaline : 7 STAGE PURIFICATION





Pre-filter (optional) as per input water quality, available at additional cost.

# 5. WATER FLOW DIAGRAM - MQX Alkaline



# 6. THE PURIFICATION PROCESS

Havells Water Purifiers have a powerful purification process which is divided in to 3 Phases viz. Pre-purification, purification & value additions.

In pre-purification process water will pass through Sediment filter and Activated carbon filter-cum-adsorber.

During the purification process 100% water passes through RO Membrane followed by Germicidal UV disinfection column. In the final stage of purification pH of water will be and minerals will be added to purified water.

Water will pass through a controlled bipolar magnetic field which realigns the water molecules and make it or more bioavailable.

The names of all the cartridges along with their functions and benefits are explained in the table below for better understanding.

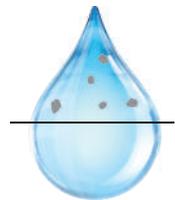
## 1 MEMBRANE PERFORMANCE ENHANCER

It prevents scaling formation on RO Membrane due to hardness in feed water, which result in improved performance and enhance the life of RO membrane.



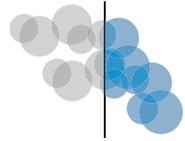
## 2 SEDIMENT CARTRIDGE

Sediment Cartridge removes coarse and fine suspended impurities such as sand, silt, dust, clay, rust particles etc. from the feed water. This improves the performance and the life of activated carbon cartridge and the RO membrane.



### 3 ACTIVATED CARBON CARTRIDGE

Activated Carbon Cartridge removes a wide range of dissolved organic impurities like pesticides and herbicides along with residual chlorine and its by-product (THMs) present in the water. It also remove colour & objectionable Odour from water. This in turn improves the taste of the water.



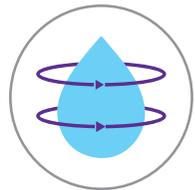
### 4 REVERSE OSMOSIS MEMBRANE (75/80 GPD)

Reverse Osmosis Membrane removes dissolved contaminants such as dissolved solids, salinity, pesticides, herbicides as well as hazardous heavy metals like Arsenic, Chromium, Lead and Fluorides etc. It also removes harmful microbiological impurities such as bacteria, viruses and cysts from the feed water. It ensures absolutely safe and pure drinking water.



### 5 GERMICIDAL UV PLUS

An optimum exposure to water of germicidal UV-C radiation in UV disinfection column makes water free from microbiological threats like pathogenic bacteria & viruses.



## 6 SILVER IMPREGNATED ALKALINE TASTE ENHANCER

It improves pH level of water by adding essential alkaline minerals. Also lowers the Oxidation Reduction Potential (ORP) resulting into antioxidant nature of water. Transforms regular water into alkaline, which is healthier and tastier.



## 7 REVITALIZER CARTRIDGE

Revitalizer Cartridge realigns the water molecules and makes it biologically active. It improves the hydration and mineral absorption in body



# 7. KEY FEATURES OF HAVELLS WATER PURIFIER

## A. ABSOLUTE SAFETY THROUGH 100% RO & UV PURIFICATION:

During Purification Stage 100% water passes through RO Membrane followed by Germicidal UV column removing chemical and microbiological, inorganic impurities. It ensure absolutely safe and pure drinking water.



## B. SILVER IMPREGNATED ALKALINE TASTE ENHANCER:

It improves pH level of water by adding essential alkaline minerals. Also lowers the Oxidation Reduction Potential (ORP) resulting into antioxidant nature of water. Transforms regular water into alkaline, which is healthier and tastier.



## D. REVITALIZER CARTRIDGE\*:

It realigns the water molecules and makes it biologically active. It improves the hydration and mineral absorption in body



## E. CONTEMPORARY DESIGN & AESTHETICS

Futuristic design, superior dual tone colour finish, compact form and functional display panel, compliment your kitchen décor.



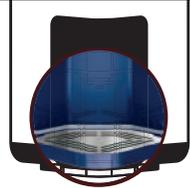
## F. TDS REMOVAL OF UP TO 2000 PPM.

Havells Water Purifiers work effectively in TDS of 2000 ppm and deliver pure and healthy water that taste good.



## G. REMOVABLE BOTTOM TRAY

Unique removable bottom tray, ideal for placing a glass while dispensing makes it easy to clean & It's easily detachable.



## H. EASY TO CLEAN STORAGE TANK

The transparent storage tank is removable which makes it easy to clean.

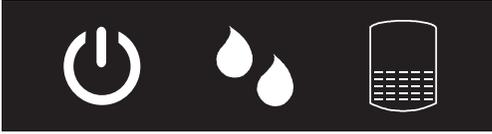


## I. CONVENIENCE OF COMPACT DESIGN WITH 3 WAY MOUNTING OPTION

It can be mounted in a corner, on a straight wall or table top.



# 8. FUNCTIONS OF SMART INDICATORS:



## FUNCTIONS & DISPLAY INDICATORS

### SELF-DIAGNOSTIC MODE

When machine is switched - ON the power indicator will glow solid & same time purification process indicator will also glow solid for 30 seconds. During this period the water present in UV column will get disinfected. After 30 seconds the purification process will start & purification process indicator will blink till the tank is full.



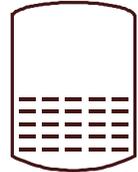
### PURIFICATION PROCESS INDICATOR:

Purification process indicator blinks continuously when the purification is on. It will disappear once purification process stop.



### TANK FULL INDICATOR:

Tank Full Indicator glows solid when the tank is full.



### ERROR INDICATIONS:

In the event of failure of Pump and SV power indicator will start blinking @1sec with buzzer sound.  
If UV intensity is less than adequate for disinfection of water power indicator will start blinking @2sec with buzzer sound.  
System will shut off in both the cases to deliver you the promise of safe water or no water.



# 9. INSTALLATION INSTRUCTIONS

Open the carton and take out the following items from accessory box for installation:

1. Diverter valve
2. Mounting plate with plastic slews and mounting screws
3. PL 4 pipe-White and blue
4. Power Adapter

Select an appropriate water connection point.

Please note water purifier is connected to ambient temperature water supply only.

Fix diverter valve with the help of pipe wrench/plumbing equipment's at selected water point.

For wall mounting: Align the mounting plate at appropriate mounting screws. Hang the water purifier on mounting plate.

OR

Place the water purifier on table top position.

Now fix the water inlet pipe from diverter valve to the inlet port of water purifier and open the diverter valve. Ensure there is no leakage of water and bending of pipe at any point.

Outlet pipe (blue pipe) is connected to the outlet port of water purifier and is fixed in drain.

Now fix the power adapter into a 3 pin socket & the power output jack to water purifier. Switch on the mains and unit should start working.

It is advised to drain the first fill of water tank after installation of the water purifier or after changing the filters. This water can be used for washing, cleaning and other household purpose.

**Caution:** Before mounting, flush the activated carbon cartridge and Silver impregnated Alkaline taste enhancer separately. Drain the water from outlet of each cartridge separately.

Check input water pressure. Use booster pump if feed water is less than 6 PSI or pressure reducing valve if it is more than 30 PSI, available at an additional cost.

# 10. DO'S, DON'TS & SAFETY INSTRUCTIONS

## DO'S ✓

Always install the water purifier in a cool, dry and well ventilated place in upright position.



Storage tank should be cleaned once in every 30 days.



Proper earthing should be there in the electrical point.



Clean the storage tank if the purifier is not in use for more than 2 days, before reusing to avoid contamination due to long storage.



Keep the tank lid closed properly to avoid contamination of water due to exposure to dust, dirt or insects.



To keep your purifier functioning properly at all times, always use Havells genuine spare parts.



Call only Havells customer care for any assistance and service requirement.



Keep the purifier in power on mode to ensure water availability at all times, it is safe & consumes less power in a day.



If for any reason you are not going to use the water purifier for a long time, for e.g. during a holiday, then make sure that you disconnect the power supply, turn off the input water supply and drain the storage tank.



## DON'TS ✗

Never allow hot water to pass in your water purifier as it is designed to work effectively between input water supply of temperature range between 5°C to 45°C.



Never place any heavy, sharp or wet objects on the purifier.



Do not buy local spares parts and components during service or replacement in case of a breakdown.



## SAFETY INSTRUCTIONS

Havells Water Purifier is designed keeping in mind the highest safety standards, but there are certain safety precautions that need to be followed while using the product for its proper functioning.

Do not move or relocate the purifier when it's running.



To avoid electric shock, do not pull out or touch the power plug with wet hands.



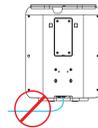
Do not use the water purifier if the power cord is damaged or if there's a strange noise, burning smell or smoke. Quickly switch off the power, unplug the cord and call Havells Customer Care.



Don't open the purifier yourself to clean the cartridges or to replace any parts.



Never use the discarded water from the purifier tube for drinking. However it can be used for cleaning, washing, mopping, gardening etc.



# 11. CLEANING AND MAINTENANCE

Use 4-5 drops of disinfectant like hypochlorite solution to water purifier tank full of water, keep it for 15 minutes, then discard the disinfectant through water dispensing tap after sanitizing the tank.



Use a wet cloth to clean the external body of the purifier. Do not use detergent or soap.



Avoid excessive rubbing of the decorative part of the purifier while cleaning as it may lead to scratches or loss of shine of the purifier.



Make sure you switch off the power supply and diverter valve whenever you're out of home for a long time.



Do not try to open or tamper the purifier yourself if you observe any problem. Kindly contact Havells Customer Care to resolve the issue. Water purifier should be examined by Havells trained service engineer only at all times.



Do not clean the water purifier or spillage of water on it, while the purification process is on.



# 12. RECOMMENDATIONS AND IMPORTANT INSTRUCTIONS

## RECOMMENDED CARTRIDGE CHANGE

**Recommended Cartridge Replacement:**  
Membrane Performance Enhancer Cartridge, Sediment Cartridge and Activated Carbon Cartridge needs to be replaced after 1 year of installation or after dispensing of 6000 L\* of purified water, which is earlier.



**RO (Reverse Osmosis) Membrane Replacement:**  
As per the warranty, RO Membrane needs to be replaced after 1 year of installation or dispensing 6000 L\* of purified water, whichever is earlier.



### SILVER IMPREGNATED ALKALINE TASTE ENHANCER REPLACEMENT

Silver Impregnated Alkaline Taste Enhancer Cartridge needs to be replaced after 1 year of installation or after dispensing of 6000 L\* of purified water, which is earlier.



### Germicidal UV Column:

UV LAMP needs to be replaced after 5000 burning hours or based on service requirement.



**Note:** Please read the warranty details and their terms and conditions for replacement requirement of individual cartridges.

\* May vary depending on the feed water quality.

# 13. HOW TO REUSE THE FLUSHED WATER

Although the flushed water from the purifier has high concentration of TDS and hardness, it can still be used for following activities:

- Can be used for watering the plants
- Can be used for mopping and cleaning the floor
- Can be used to clean bathroom



# 14. TROUBLESHOOTING

	PROBLEMS	CHECKS	SOLUTIONS
<p>Before calling customer care or service engineer, check the following points:</p> <ol style="list-style-type: none"> <li>1. Power supply should be ON</li> <li>2. Inlet water supply should have sufficient pressure/ Waterflow</li> </ol>	Purified Water taste is bad or unusual	<ol style="list-style-type: none"> <li>1. Is the tank clean?</li> <li>2. Is purified water being stored in the tank for a long time?</li> <li>3. Is the Cartridge replacement due as per the service requirement?</li> </ol>	<ol style="list-style-type: none"> <li>1. Clean the storage tank.</li> <li>2. Discard the water stored in tank and clean the tank before starting the purification process again.</li> <li>3. Contact Havells Customer Care to request for the cartridge replacement.</li> </ol>
	Filtration time is very long/short or filtration has stopped/too much water is being purified.	<ol style="list-style-type: none"> <li>1. Is the tap valve open properly?</li> <li>2. Is water pressure below recommended value?</li> <li>3. One or more Cartridges may have been clogged or damaged.</li> </ol>	<ol style="list-style-type: none"> <li>1. Open the water inlet valve completely.</li> <li>2. Contact Havells Customer Care to get the pressure checked and get it resolved.</li> <li>3. Contact Havells Customer Care to get the cartridges replaced.</li> </ol>
	Very less or no water is being flushed out.	<ol style="list-style-type: none"> <li>1. Check if the flushed water tube (Blue colour pipe) is bent anywhere.</li> <li>2. Check if the flushed water tube is blocked in any place.</li> </ol>	<ol style="list-style-type: none"> <li>1. Remove the bend in the flush water tube if found.</li> <li>2. Switch off the purifier and contact Havells Customer Care for proper checking the product.</li> </ol>
	Water leakage in any part.	Check if water is coming out from storage tank of the purifier or some other pipe.	Close the water inlet valve, unplug the power cord and then contact Havells Customer Care for a check-up of the product and get it rectified.

# 15. FAQs

- 1. What is TDS?**

TDS stands for Total Dissolved Solids in water. This affects taste of water and beverages prepared with such water.
- 2. Is the purification process completely automated or a manual intervention is required?**

The purification process is completely automatic. Purification starts when water level goes down and stops once water tank is full.
- 3. How much time does it take to purify water in Havells Water purifier?**

Havells Water Purifier (Max Alkaline) can purify up to 15 L of water per hour. However, time taken for purification depends on the water quality, input pressure and Life of the cartridges.
- 4. How will I get service or spare parts for my water purifier?**

During the first year of usage, your product is fully covered under the warranty period and service will be on demand. You only need to contact the Havells Customer Care by either calling or and request a visit to your place to replace the cartridges or spare parts.

Post the 1 year warranty period is over, you can opt for either of the following two service contracts available:

  - 1. ACMC (Annual Comprehensive maintenance contract):**

Under this contract all the electrical parts & service visit charges will be covered in free of cost and all the filters will be covered with the below mentioned condition  
What covered: All electrical parts like Internal pump, PCB, UV lamp, Wiring harness. Two times replacement of sediment filter and one time replacement of all the filters, RO membrane. Two preventive maintenance visits.  
What not covered: Plastic parts
  - 2. AMC(Annual maintenance contract) with filters:**

Under this contract all the consumables like filters will be covered without RO membrane  
What Covered: Two times replacement of sediment cartridge one time replacement of cartridge except RO membrane. Two preventive maintenance visits.  
What not covered: RO membrane and other electrical & plastic parts
- 5. Is the water from first purification cycle fit to drink?**

No, it is not recommended to either store or drink the first fill water in the storage tank. Always discard the water from the first purification cycle that gets collected in the storage tank.
- 6. What should I do if there is no water in the storage tank?**

In case there is no water in the storage tank, then check if there is proper water supply in the inlet pipe and power is switched on. If none of this applicable, contact Havells Customer Care for further assistance.

7. Can I service the purifier on my own?

It is not recommended. Your water purifier should always be serviced by a trained Havells Service Engineer. Always contact the customer care if you are facing any issue which requires service or opening of the device to check it.

8. What should I do if there is a leakage from the purifier?

First switch off the purifier from power switch and then turn off the diverter valve. Look for any visual improper fitment and contact Havells Customer Care for rectification.

9. How long the purified water stored in the storage tank can be used for drinking?

You can safely consume the purified water stored in the storage tank of your purifier for up to 2 days post purification. Just make sure that you store it away from direct sunlight. If the water is stored for more than 2 days due to any reason, then kindly discard the complete water from the storage tank, refill the storage tank with purified water and then only consume it.

10. What should I do if any part of the purifier is broken?

In case any part is damaged on opening the packaging, pls call the Havells Customer Care immediately. Our trained service engineer will visit your home at the earliest and assist you with the required repair.

11. Are Ultraviolet light harmful like radiations?

Radiation does not permeate solid objects, like metal sheet, plastic jacket, hence UV radiation will never come out of UV disinfection column and harm anyone. Direct eye or skin contact with a freely emitting UV source is hazardous.

12. Is extra pre-sediment filter part of Purifier Unit, does it come with the product purchase as part of initial packaging? Is it free?

No, Havells Water Purifier does not come with additional pre-filter during the time of purchase in the original package. A pre-filter can be installed post doing a water quality check of input water or on customer's demand. Pre-sediment filter is available at an additional cost.

# 16. WARRANTY TERMS AND CONDITIONS

Havells India Ltd (HIL) offers limited warranty for this water purifier against defect arising from faulty design, workmanship and material subject to the following terms and conditions:

1. All electric and functional parts are covered under warranty for 1 year from the date of purchase.
2. Consumables including sediment filter, activated carbon cartridge, RO membrane, silver impregnated alkaline taste enhancer are not covered under warranty.
3. All consumables and pump carry Havells branded embedded foil (as per Recommendation & important instruction mentioned in content no.9)
4. Havells India Limited will offer two preventive maintenance checkups during this one year term of warranty. Only Havells India Limited authorized service personnel will carry out repairs under warranty.
5. Consumers shall promptly notify the company about any defect noticed and give the company or authorized personnel/representative adequate opportunity to inspect, test and rectify the defect.
6. The company or its representatives are entitled to retain the damaged or defective parts replaced under warranty on free charge basis.
7. The company's liability under warranty will be limited only to the concerned product and its defect, which occur under conditions of normal operations in home application, under proper usage and maintenance. It excludes any defect caused due to faulty care, maintenance, repair and alteration to the product or to its part by unauthorized personnel.
8. It is mandatory to provide original bill/invoice copy along with duly stamped warranty card at the time of any repair work being done by authorized representative.
9. This warranty is confined to the first purchase of the product only and is not transferable.
10. In the event of repair during the warranty period of the purifier, this warranty will thereafter continue and remain in force only for the unexpired period of the warranty. Replacement of part would be purely at the discretion of Havells India Limited, the same part will be replaced with the part model of price equivalent at the time of purchase.
11. The consumer will have no claim under this warranty in an event of any illness, sickness, death, personal injury, property or consequential damages arising either directly or indirectly due to utilization of product. Authorized Service Personnel will carry out repair under warranty)



16. In case of any unpredicted situation and non -availability of spares, prevailing depreciation policy of Havells India Limited (subject to the sole discretion of Havells India Limited, may be changed without prior notice) will be applied to the product as a solution.
17. Settlement of all claims and disputes arising out of and in relation to this water purifier shall be subject to Delhi jurisdiction only.
18. Warranty does not cover defects arising due to causes beyond control like lightening, abnormal voltage, acts of god.
19. The company or its Authorized Service Center reserves the right to retain any part or component replaced at its discretion in case of a defect discovered in the equipment during the warranty period.
20. The warranty is valid within India only.



We are an environment conscious company and have started an initiative to dispose the product wastes like replaced parts and filters in an environment friendly manner. You are advised to handover the replaced parts and discarded filters to our service engineers and we will ensure that these parts are disposed of without causing any harm to the environment.

# Havells Customer Care

Toll free number: 1800 103 1313

MTNL/BSNL: 1800 11 0303

Landline: 011 – 4166 0303

E-mail: [wecarewaterpurifier@havells.com](mailto:wecarewaterpurifier@havells.com)

**1** IN A  
**MILLION**  
S E R V I C E E

## **WARRANTY CARD HAVELLS WATER PURIFIER**

Customer Name \_\_\_\_\_

Customer Address \_\_\_\_\_

Customer Phone Number \_\_\_\_\_

Pin Code \_\_\_\_\_

Date of Purchase \_\_\_\_\_

Dealer's Name & Address  
Phone Number

Dealer's Stamp:

Product Model \_\_\_\_\_

Product Serial No. \_\_\_\_\_

\* This warranty card is valid only for products sold by Havells India Limited in Indian market.  
This warranty is not transferable and is applicable to the original purchaser only.



Fill out this record and keep it together with your purchase docket in a safe place. Should you require service under the terms of this warranty, please contact us.



Havells India Ltd.

QRG Tower, 2D, Sector-126, Expressway, Noida - 201 304. U.P. (INDIA)

E-mail: [wecarewaterpurifier@havells.com](mailto:wecarewaterpurifier@havells.com), Website: [www.havells.com](http://www.havells.com)

Consumer Care No.: 1800 11 0303 (Toll Free), 1800 103 1313 (All Connections), 011-4166 0303 (Landline)

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