



**PHOENIX**  
GRAVITY

# BRAND STORY

Version 2

## ABSTRACT

Phoenix gravity: The story of commitment and responsibility that rose from the ignited vision of two souls for the essential need for humanity.

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## Phoenix Brand Story Version 2:

Humans are part of nature. The similarities between humans and nature are so relatable. For an example. The earth is 70% covered by water. Likewise, our human body is made of 70% water. It shows that Water is the most significant and inseparable part of life.

Though most of the earth is surrounded by water approximately 97% of water is saline and only 3%(approx.) is freshwater. If we look further, from the available fresh water

Around 68.7% is locked in glaciers and ice caps. (approx.)

About 30.1% is stored underground as groundwater. (approx.)

Roughly 0.3% is found in rivers, lakes, and streams.

The scarcity of accessible fresh water, contaminated sources, and the lack of efficient, affordable water filtration systems posed a significant challenge. This problem impacted not only the quality of available drinking water but also the health and well-being of communities worldwide.

Every time, when a need arises it leads to innovation led by People who have love and take responsibility towards humanity.

Fathers are the souls that plan for the future of their children and take steps for it, likewise considering the future of their children along with upcoming future generations, two fathers from different parts of the world connected by their vision and responsibility from different parts of the world worked towards creating something better from nothing. Like the phoenix rises from ashes.

In the late 1970s, a soon-to-be-father in London was concerned about the quality of tap water. Since existing methods of water purification were costlier and more complicated, he with his innovative ideas designed and manufactured high-quality, low-waste drinking water filter ceramics in the UK, from scratch.

At the same time, In Chennai, a soon-to-be father recognized a chance to produce top-quality water filters using premium stainless steel. Seizing the opportunity, he established an eco-friendly factory solely powered by solar energy. By 1985, this factory had evolved into the leading worldwide provider of 304 stainless steel water filter housings.

Divided by boundaries but united by motto,

"Clean and pure water is not a luxury, but Right for every one of us to have access to and receive"

Joined hands, Combining their knowledge, skills, and experience. By 2005, their partnership had flourished, offering an exceptional blend of top-notch water filtration solutions and unparalleled manufacturing proficiency.

Later their children took up the legacy and vision of their fathers and worked on it. Their innovative approach led to the creation of the Phoenix Gravity water filter – a stainless-steel filtration system powered by gravity and natural coconut carbon. This solution effectively removes harmful contaminants while preserving essential minerals, making the water healthy for consumption.

Now, they are encouraging people to adopt Phoenix Gravity water filters, promoting its benefits for both human health and environmental sustainability.

Phoenix Gravity Water filter is now nourishing and revitalizing the water experience in over 800,000 homes worldwide (and continuing to grow!), restoring water to its natural essence for better taste and enhanced nourishment, aligning with nature's intended purity and quality.

The journey teaches the invaluable lesson that innovation fueled by love, responsibility, and a vision for a better future can lead to impactful solutions. It underscores the importance of collaboration, sustainable practices, and a deep sense of social responsibility.

The journey started with the vision of two fathers, now more enhanced by the mission to help people live better by restoring water to its straight-from-the-source purity, naturally. Along with Foundational Health, Restorative Innovation, Irrefutable Quality, and Environmental Responsibility.

The journey of the Phoenix gravity will continue till the existence of humanity to provide essential needs with utmost love, sincerity and Responsibility.