

Unilever to sell water purification business Pureit

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Unilever announces that it has agreed to sell its water purification business, Pureit, to A. O. Smith, a leading global water technology company. Pureit offers a range of water purification solutions across India, Bangladesh, Sri Lanka, Vietnam and Mexico, among others.

Eduardo Campanella, President of Unilever Home Care, said: "The sale of Pureit marks another milestone on our journey to evolve our portfolio towards higher-growth spaces, in line with our Growth Action Plan. Pureit provides essential water purification solutions to millions of loyal consumers, and I am confident the brand will thrive further under the ownership of A. O. Smith."

Kevin J. Wheeler, A. O. Smith's chairman and chief executive officer, said: "We believe the addition of Pureit will strengthen our leadership position as a global supplier of premium water treatment products and double our market penetration in South Asia. The acquisition will also support our corporate strategy by enhancing our premium product portfolio and distribution capabilities. Pureit's culture of innovation, strong brand recognition and dedication to customer service will be an excellent addition to our premium brand positioning and broad product portfolio in the region. We look forward to welcoming the Pureit team to the A. O. Smith family."

The transaction is subject to customary closing conditions, and Unilever will continue to manage the business until the completion of the transaction.