



# *Standards for Water*

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## *Standard*

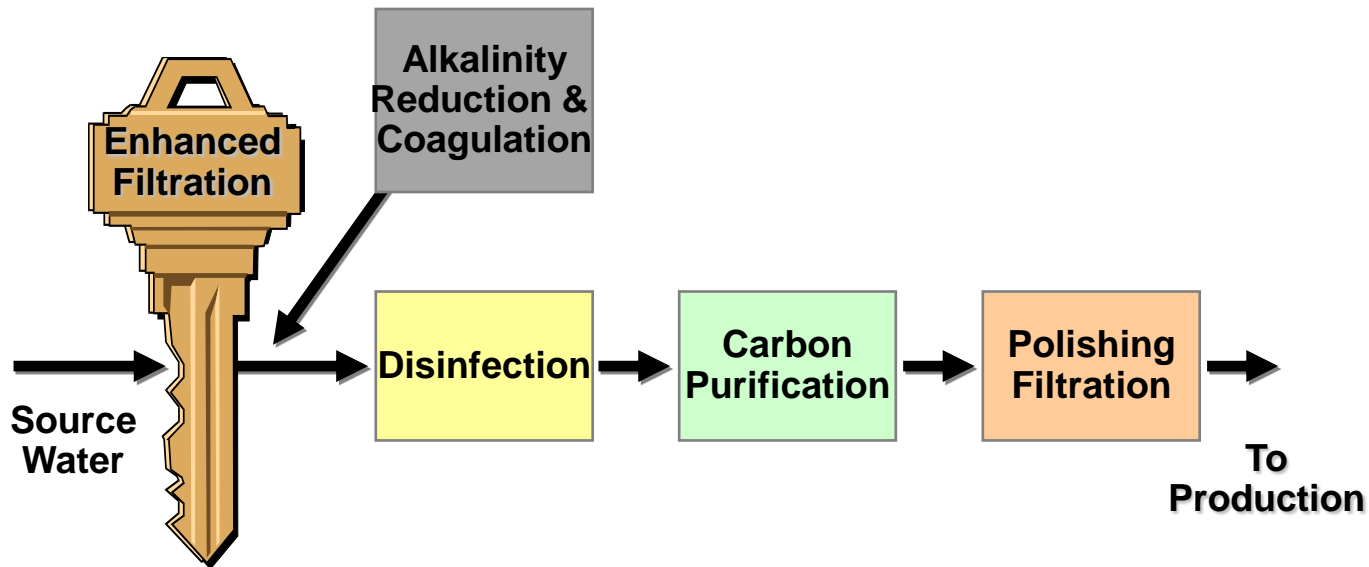
- *Water used for manufacture of our beverages meets*
  - *WHO Ed 3 (Guidlines)*
  - *IS 14543:2004 (Indian Standard)*
- *IS 14543:2004*
  - *Total pesticide residues in Treated Water which is used for manufacturing carbonated beverage not to exceed **0.5 ppb** while the content of individual pesticide residue should always be less than **0.1ppb***

## *Status*

- *We comply the water quality norms in Treated Water.*

# *We use Multiple Barrier Treatment (MBT) to treat water*

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*The Multiple Barrier Treatment process has an additional role of **organics removal** including pesticides*

***Multiple Barrier treatment provides a “safety barrier” & ensure full compliance to IS 14543***

# *Various Water Treatment Technologies for Removal of Contaminants*

- *Minimizing the influx of **contaminants** including **pesticides** into the water source is the most reliable & cost-effective means of reducing public-health risk*

## ***Pesticide Treatment Technologies***

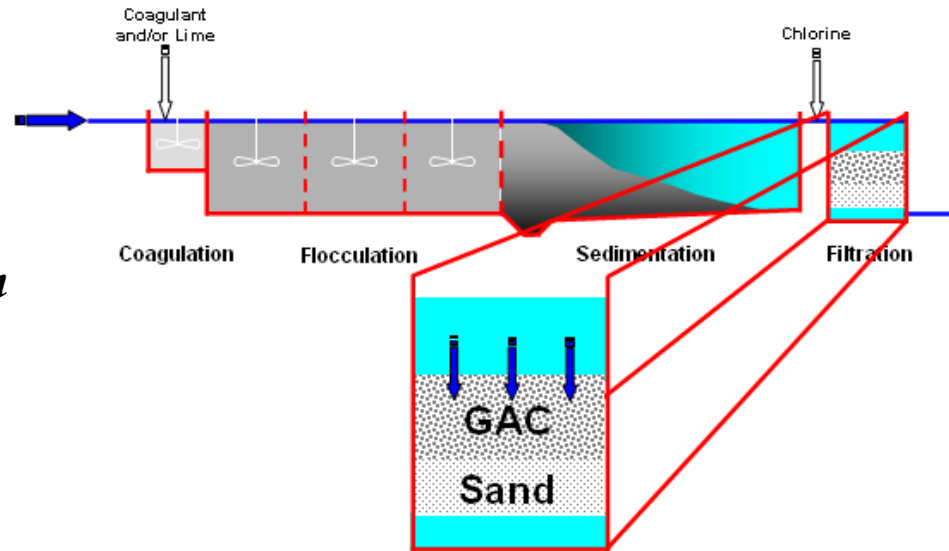
### ***Removal Technologies***

- 1. Chemical Coagulation***
- 2. Carbon Adsorption***
- 3. Membrane Process (RO)***

- *A technology that effectively removes one pesticide, may not necessarily remove another pesticide*
- *The removal or destruction of a specific pesticide with a certain technology is highly dependent on the quality of the source water*
- ***Granular Activated carbon treatment is the most effective & widely accepted method for Pesticide Removal - (USEPA 2001)***

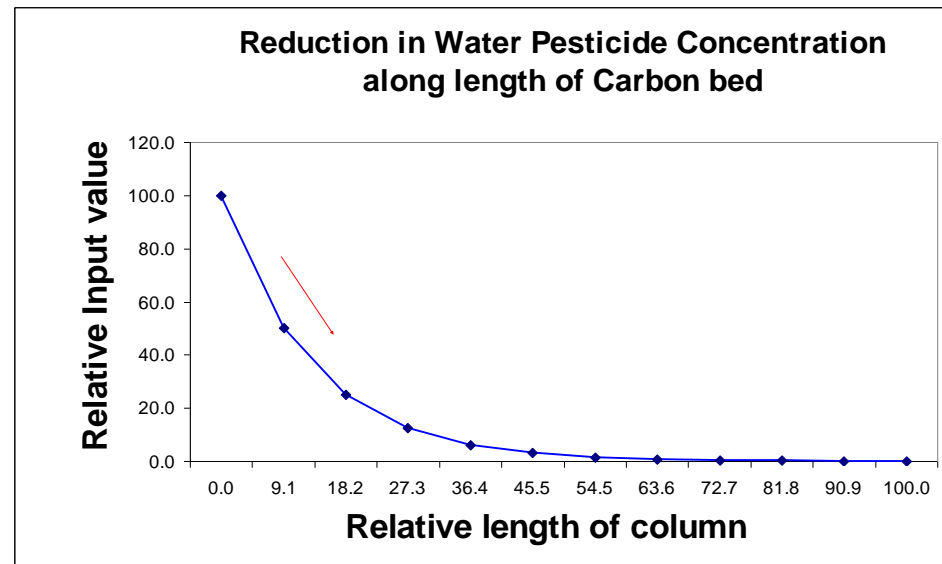
# Treatment with Granular Activated Carbon (GAC)

- **Most effective & widely accepted method (USEPA 2001)**
- **Experimental data – Isotherms & Partition coefficients indicate high carbon affinity for 'Pesticide' molecules**
- **This process removes pesticides like Lindane, Heptachlor etc (source: Australian Drinking Water Guidelines, 1996)**



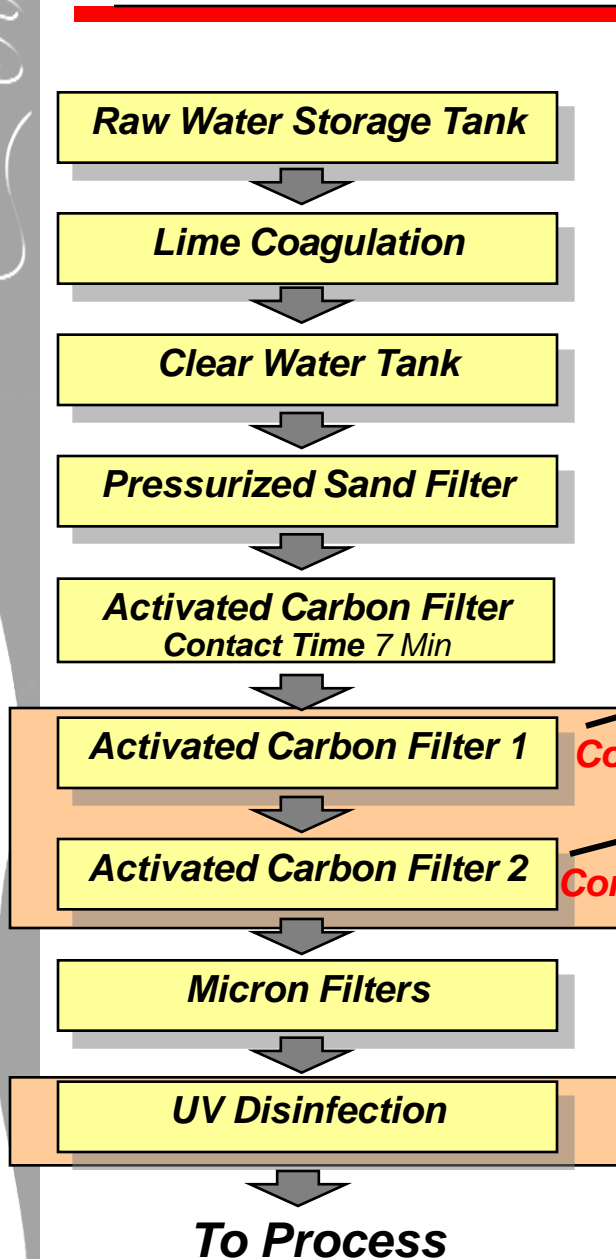
## Removal efficiency depends on

1. **Type of pesticide**
2. **Concentration**
3. **Presence of other natural organic contaminants**
4. **Process design – (Grade of carbon, Contact time)**



Removal efficiency at each stage assumed 50%,  
length of equilibrium stage (HETP) - say 10 cm,  
Number of stages in a packed bed of height 1.6 m = 16

# Granular Activated Carbon Filtration



**We have increased the Contact Time with Activated Carbon from 7 minutes to 27 minutes**



**We have made our process 300% FAILPROOF by adding two additional filtration steps**