

Sintex's AI-Crafted Anthem Marks 50 Years of Trust & Innovation

- The new AI-generated anthem celebrates the brand's 50 golden years of Health, Trust and Innovation!
- The film commemorates the legacy brand's commitment to driving India's progress through health and hygiene



Mumbai, Maharashtra Aug 15, 2025 ([Issuewire.com](https://www.Issuewire.com)) - Sintex, India's leading water tank manufacturer, proudly marks its 50th year with an AI-generated brand anthem— a bold fusion of legacy and technology. The anthem commemorates the brand's 50-year journey of safeguarding water — built on trust, love, and loyalty of millions of Indians. The initiative mirrors the brand's larger transformation journey — from being synonymous with water tanks to now becoming a leader in integrated water management solutions.

The anthem celebrates Sintex's firm commitment to driving India's progress through health and hygiene and honouring people who have made the brand a household name for almost five decades. The words '*Saaf paani, sahi paani, sabka adhikaar hai*' – reflects the brand's belief that good health and hygiene are not luxuries, but essential rights of every citizen.

The film vividly showcases India's rich & vibrant regional diversity, capturing how different Sintex tanks have stood the test of time – through harsh climates from Kashmir to KanyaKumari – from deserts of Rajasthan to freezing peaks of Himalayas! The heartfelt line - '*Har Ghar Ki Shaan hai Sintex, Bharat Ki Jaan Hai*' celebrates the bond of love, care and trust that Sintex shares with the nation.

Yashovardhan Agarwal, Managing Director, Welspun BAPL Ltd and Director, Sintex said, “For the past 50 years, Sintex has been a part of every Indian's life. For us this is more than **just a corporate milestone – it is a celebration of the trust, love, and loyalty that generations have placed in Sintex.** The aim was to convey a simple yet impactful message – “Real freedom lies in good health.” **For the next 50 years our aim is to** create a lasting impact and lead with breakthrough solutions that shape a cleaner, healthier, and more sustainable water future for India. **This AI anthem is not just a film – it is the triumphant beat of our legacy and the harmonious promise of a healthier India.”**

Link to the video: <https://www.youtube.com/watch?v=cSAhCG1rb7Y>

About Sintex-

Sintex is a part of Welspun World and is India's leading and most trusted manufacturer of quality water storage solutions. With a legacy of almost 50 years, Sintex has pioneered innovations that set benchmarks in quality, reliability, and sustainability across its diverse product portfolio – domestic and commercial water storage tanks, UPVC doors, decorative panels and electrical products.

Sintex brings its hallmark of trust, quality, and innovation to water distribution with India's first anti-microbial CPVC pipes. Sintex has launched a full range of pipes – CPVC, uPVC, SWR (Soil, Waste and Rainwater), Reclaim, Agri, Underground Drainage & Surface Drainage pipes and fittings. These pipes are designed to efficiently manage hot and cold water, greywater, and blackwater fulfilling all plumbing needs.

Trusted by millions of customers, Sintex currently operates seven state-of-the-art manufacturing plants across India and has built a strong network of channel partners to ensure accessibility and service excellence.

Sintex products are designed with the 'Sintex Advantage NXT' that uses process & polymer innovation to deliver category first benefits to consumers, like protection from virus, bacteria, fungus and algae. With its 'Saaf, Safe, Sahi' philosophy, Sintex ensures that every product is hygienic (Saaf), durable and reliable (Safe), and the perfect choice for homes across India (Sahi).

For more information, visit <https://www.sintexonline.com/>

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