

₹20 for 500 ml Alkaline Water: Quick Pure Makes Health Affordable for Middle-Class India

Quick Pure launches low-cost alkaline water to challenge premium brands and expand healthy hydration access across India



Mumbai, Maharashtra Jan 29, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Until now, alkaline water in India has largely been positioned as a premium and expensive product. Challenging this perception, Quick Pure Foods & Beverages Pvt. Ltd. has launched 500 ml Alkaline Water at just ₹20, creating a strong disruption in the bottled water industry.

This initiative by Quick Pure is specifically aimed at middle-class consumers, students, office-goers, and daily-use customers, for whom both health and affordability are equally important.

Health Is No Longer a Luxury, It Is a Basic Need

The company believes that healthy water should not be limited to premium or elite consumers. Quick Pure's objective is to make safe, purified, and alkaline water accessible to every Indian without compromising on quality.

Quick Pure Alkaline Water – Key Features:

- Balanced pH level
- RO purified and quality tested
- Suitable for daily consumption
- Healthier alternative to sugary beverages
- Affordable pricing – only ₹20 (500 ml)

Launching alkaline water at this price point is considered a bold and industry-changing move in the Indian bottled water segment. While most alkaline water brands are priced between ₹40 and ₹80, Quick Pure's ₹20 offering is expected to create competitive pressure across the industry and deliver direct benefits to consumers.

Availability:

Quick Pure Alkaline Water (500 ml – ₹20) is now available at selected retail outlets in Pune and Mumbai, through corporate and institutional supply channels, and will soon be available on the company's e-commerce platform.

Management Statement:

Brajendra Pratap Singh, Management Representative, Quick Pure Foods & Beverages Pvt. Ltd., said, "Our focus is not just on selling products, but on making health affordable. Launching alkaline water at ₹20 reflects our commitment to middle-class India."

About Quick Pure:

Quick Pure Foods & Beverages Pvt. Ltd. is an Indian packaged water company offering packaged drinking water, premium mineral water, and alkaline water, with a strong focus on quality, purity, and affordability. The company is rapidly expanding its presence across multiple consumption segments in India.



Media Contact

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Source : Quick Pure Foods & Beverages Pvt. Ltd.

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