



General Electric and Eureka Forbes Create Clean Water Joint Venture

Infinite Water Solutions will build India's Largest

Residential Water Purification Membrane Manufacturing Facility in Dehradun

MUMBAI (March 13, 2008): GE Water & Process Technologies (NYSE: GE) and Eureka Forbes Limited (a subsidiary of the Shapoorji Pallonji Group) announced today the formation of Infinite Water Solutions Pvt Ltd., a joint venture focused on bringing safe, reliable and affordable water solutions to the Indian residential market. Infinite Water Solutions will begin manufacturing GE's reverse osmosis membranes at Aquamall's new environmentally friendly manufacturing facility in Dehradun. The Joint Venture will manufacture, and sell products and technology solutions to Indian residential customers through Eureka Forbes' extensive sales network - the largest direct sales network in Asia.

"This is an exciting opportunity," said Suresh Goklaney, Vice Chairman & Managing Director of Eureka Forbes Ltd. "The joint venture will place Eureka Forbes in close relationship with GE, leveraging the complementary skills of both our organizations to create a powerful presence in the Indian residential market," he said.

"GE and Eureka Forbes share a passion to improve water quality for consumers in India," said Jeff Garwood, President and CEO, GE Water & Process Technologies. "We are excited about working with a market leader like Eureka Forbes to help improve the water quality for Indian consumers. GE has an unmatched portfolio of water treatment products and services. Our proprietary membrane technology, combined with Eureka Forbes' reach and the joint local manufacturing facility, will give consumers rapid access to the best water treatment solutions in India."

"Our state-of-the-art Dehradun facility will be the largest manufacturing facility of these high-tech membranes in India. The facility will also be capable of serving other water purification companies across the region," said Pratyush Kumar, Chairman, Infinite Water Solutions Pvt Ltd. "Additionally, Infinite Water Solutions' facility will be part of a green plant, the largest of its kind

in India,” added Marzin R. Shroff, Vice Chairman, Infinite Water Solutions. “This Joint Venture represents clean water solutions, environmentally-friendly and globally compliant manufacturing, and Indian-friendly pricing,” added Mr Shroff.

Clean, potable water is urgently needed in India where industrialization and the rapidly expanding urban population of 400 million are placing unprecedented demands on the nation’s dwindling water supply. Infinite Water Solutions will bring safe, reliable and affordable water solutions to India to meet those demands.

“GE and Eureka Forbes are also exploring other opportunities to jointly serve customers, especially in market segments where the Shapoorji Pallonji group has significant presence,” concluded Mr. Goklaney.

About GE Water & Process Technologies

A world leader in water, water reuse, wastewater treatment and process solutions, GE Water & Process Technologies brings the best technologies to enhance our customers' efficiency while protecting our environment. GE offers the broadest portfolio of water and process technologies, including: separation equipment; membrane & filtration technology; diagnostic tools; specialty chemicals; mobile water capabilities; service; and financing. GE is a single source no matter what your water or process need. GE is committed to develop and bring to market technologies that promote energy efficiency, lower harmful emissions, increase supplies of water, and reduce our use of fossil fuel—it's called ecomagination. For more information visit www.ge.com/water.

About Eureka Forbes Ltd

Pioneers and leaders in water purification systems, vacuum cleaning solutions and air purification systems, Eureka Forbes Ltd also introduced direct selling to India. Asia's largest direct selling organization with over 7,000 strong direct sales force touching the lives of millions of Indian homes every day, it is a multi-product, multi-channel corporation, part of the prestigious Shapoorji Pallonji Group. Eureka Forbes offers customised water solutions for Indian homes that span different technologies, and help eliminate Microbiological contamination, excess TDS, Hardness, Iron, Arsenic, Lead, Pesticides, and other dangerous heavy metals and inorganics. Eureka Forbes Ltd is ranked among 'India's Best Employers' and 'Most Admired Consumer Durable Companies'. The essence of the story of Eureka Forbes Ltd since inception has been in a single word: 'Relationships'. Today Eureka Forbes Ltd, with a strong customer base of over 6 million happy families, is a dominant leader in each of the product categories they are present in. For more information visit: www.eurekaforbes.com

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