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Dhoot Transmission launches healthcare venture Burge Electronics

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The company will roll out its first product ozone-free air purifier, ion Dome for neutralising viruses



Dhoot Transmission, a global automotive components manufacturer with a presence in six countries, has launched a venture christened Burge Electronics as it embarks on a diversification plan to establish its presence in the fast-growing health and wellness industry.

Burge Electronics, which means guarantor in German, will roll out a series of world-class health and wellness products to deliver a truly healthy lifestyle. Banking on DTPL's more than two decades of know-how in product development, manufacturing and distribution, Burge Electronics aims to disrupt the health and wellness industry with safe, affordable, advanced and innovative solutions.

Burge Electronics will soon launch its first product, ion dome, a virus neutraliser approved and tested by ICMR recognised and ILAC accredited labs. Equipped with a unique air purification technology, ion dome comes with an ioniser and disinfects the air in enclosed spaces such as home, office, restaurant, gym, classroom and cabin. The ion dome will make enclosed spaces safe at a time when the country is witnessing rapid spreads of SARS-CoV-2 variants.