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SHOWERING PRAISE

Ariston Thermo India Pvt Ltd and Racold conducted a national survey among 1,300 respondents aged between 18-45 years old, in 10 Indian cities, including Mumbai, for 15 days, to assess the showering habits of Indians. The survey found that most people are indifferent to saving water and a lot of them won't step out to answer a call from a celebrity. Here are some more interesting finds of the survey:

CLOCK THE SHOWER

- People spend more than 15 minutes in the shower: 22%
- People spend about 15 minutes in the shower: 27%
- People spend 10 minutes in the shower: 37%

TIME FOR SOME MUSIC

- 28% Prefer singing while showering
- 21% Prefer listening to music while showering

HOT UP IN HERE

- **40%** Never forget to turn off the geyser/water heater
- **11%** Routinely forget to turn off the geyser/water heater
- **21%** Have an instant water heating facility

CALL ME MAYBE

- 52% Would consider stepping out to answer call from office or friend
- 36% Would consider stepping out of the shower to answer any call
- 88% Won't interrupt their shower to answer a call from a celebrity

IN DEEP WATER

- Are indifferent to the issues of water consumption: 31%
- Would like to save water by resorting to a bucket bath: 23%
- Prefer bucket baths to save water: 21%