

## Hydron Expands Functional Hydration Portfolio with Zoss Water Acquisition

10 July 2026 | News

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Hydron has acquired a 100 per cent stake in Zoss Water, one of India's early pioneers in alkaline ionised water, as it looks to accelerate the growth of the country's functional hydration market and strengthen its presence in preventive healthcare.

The acquisition brings together Hydron's technology platform and Zoss Water's expertise in alkaline ionised water, positioning the company to expand access to functional hydration solutions across residential, commercial and institutional segments.

With preventive healthcare gaining momentum in India, Hydron is focusing on transforming everyday drinking water into a functional wellness solution. Unlike conventional water purifiers that primarily remove contaminants, the company's alkaline ionised water systems use electrolysis to convert purified water into alkaline ionised water without the addition of chemicals.

Hydron's portfolio includes residential hydration systems, under-sink solutions, workplace and institutional dispensers, industrial hydration platforms, and what it describes as India's first network of alkaline ionised water ATMs, aimed at making functional hydration more widely accessible in homes, workplaces, public spaces and government projects.

The company said its operations currently span more than 30 cities, with over 300 installations across households, workplaces and institutions.

As part of its strategy to establish scientific credibility for the emerging functional hydration category, Hydron has completed six human clinical studies conducted in accordance with Clinical Trials Registry India (CTRI) registration and International

Council for Harmonisationâ??Good Clinical Practice (ICH-GCP) guidelines. The studies involved nearly 600 participants and assessed the long-term safety and potential health benefits of consuming the company's alkaline ionised water.

According to the company, the research demonstrated improvements in digestive wellness, immune health, sleep quality, stress management, skin elasticity and anti-ageing markers, while also indicating a reduction in hangover severity following alcohol consumption. Hydron said the studies represent one of India's most comprehensive clinical research programmes in the functional hydration segment.

Looking ahead, the company plans to broaden its research into areas including diabetes management, oncology support, inflammatory disorders, healthy ageing, livestock productivity and agriculture.

Hydron believes hydration remains one of the most underexplored factors in preventive healthcare and intends to continue investing in scientific research to validate the role of functional hydration in improving health outcomes.

The acquisition of Zoss Water marks another step in Hydron's strategy to establish a clinically backed functional hydration ecosystem in India, as consumer demand for science-led wellness solutions continues to grow.