

TAKE A DEEP BREATH.

ITC HOTELS INTRODUCES
PHI TECHNOLOGY



Photohydroionization (PHI) is a cutting-edge technology that sets new benchmarks in indoor disinfection. This technology continuously deactivates **SARS-CoV-2 virus** found in the air and on surfaces – achieved through effective oxidation plasma.



DEPLOYS HYDRO-PEROXIDES,
SUPEROXIDE IONS,
HYDROXIDE IONS



DEACTIVATES SARS-COV-2
THROUGH EFFECTIVE
OXIDATION PLASMA



TESTED BY
NATIONAL AND
INTERNATIONAL LABS*



Agra | Bengaluru | Chennai | Gurugram | Goa | Hyderabad | Jaipur | Kolkata | Mumbai | New Delhi

* CCMB Hyderabad (ICMR approved CSIR Lab); Innovative Bioanalysis, CA USA
* Representations are based upon study of given samples in controlled laboratory conditions; tests not medically supervised.
* Tests conducted using the REME & PHI cell technology showed considerable viral reduction.
* PHI is not a medical device and no medical claims are made herein.
* PHI is available across all ITC Hotels & select Welcomhotels