

Publication/ Portal: First-Post

Date: 22<sup>nd</sup> March, 2018

Value, web:

The screenshot shows the FirstPost website interface. At the top, there is a navigation bar with categories like POLITICS, SPORTS, INDIA, WORLD, BUSINESS, ENTERTAINMENT, F.CRICKET, TECH, PHOTOS, VIDEOS, SHOWS, IPL 2018, and CWG 2018. The main headline is "World Water Day: While country grapples with dearth of water, survey reveals Indians are shower addict". The article text discusses a survey by Racold, a water heating solutions manufacturer, which found that Indians are shower addicts and use bath time for work-related thoughts. The article is dated Mar 22, 2018, 16:11:40 IST. On the right side, there are advertisements for G Suite, Google Cloud, and a travel agency offering a journey from ₹35,000.

**FIRSTPOST.**  
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**World Water Day: While country grapples with dearth of water, survey reveals Indians are shower addict**

**World** FP Staff Mar 22, 2018 16:11:40 IST [Comment 0](#) [Tweet](#) [WhatsApp](#)

Racold, one of the leading manufacturers of water heating solutions in India, recently conducted a nationwide survey that revealed interesting insights on behavioral patterns of Indians.

The survey highlights that Indians are shower addicts and almost 88 percent of them don't like their shower time to be cut short by any interruption, which suggests a sense of exclusive privacy they demand during this period.

Around 50 percent of the shower-preferring Indians use bath time to think of various things about work and other activities - like going over their to-do list for the day, working through mental blocks, seeking solutions to problems related to work. The study further reveals that most Indians consider shower time as 'Me Time' and are firm believer of the fact that a hot shower translates into a productive and creative mind.

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