Piramal Water
knowledge action care



sarvajal

Affordable, accessible, pure water for all

Millions do not have access to safe drinking water







We appoint a local entrepreneur & provide a 5 stage state of art purification machine



Franchisee runs machine and sells water, we take care of maintenance and awareness creation for generating demand for his business





Some come to fetch water, some get it home delivered and some now are beginning to have 24*7 access to safe drinking water

Equipment and Services



Components

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Real Time Process Data

Prepaid Balance

Revenue share



Franchisee Purification Unit

Pure Water



Self Delivery



Home Delivery

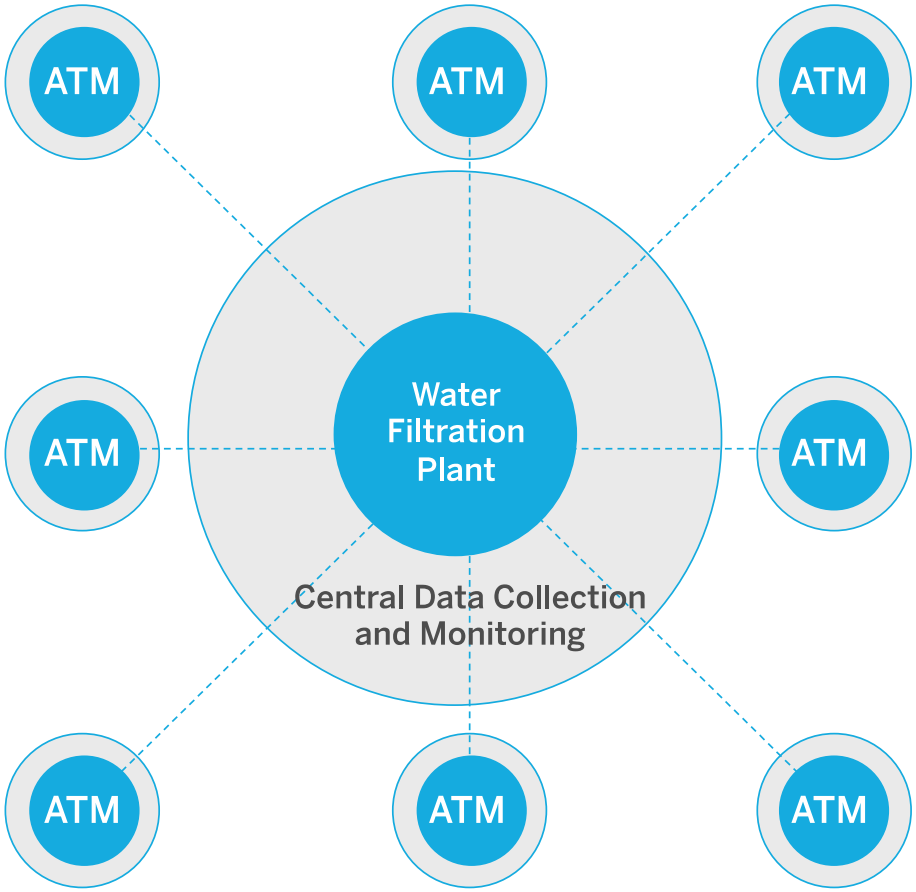


Water ATM

Pay per Use

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Solar-Powered Cloud-Connected Water ATMs make a real ‘Hub and Spokes’ model possible with unprecedented accountability of usage, quality and price



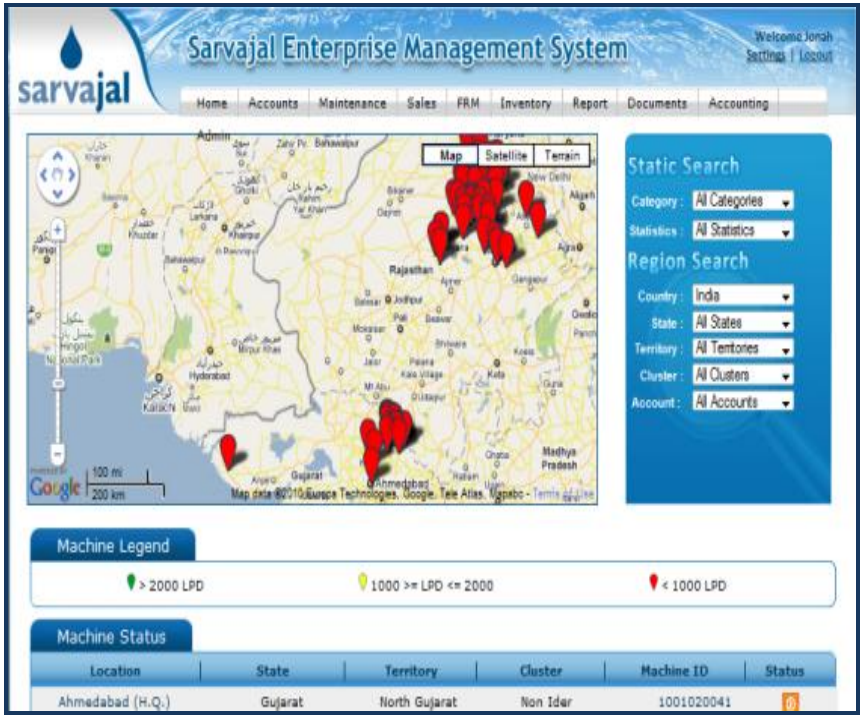
Our Solution: “Off-Grid” Remote Sensing Technologies for Centralized Management of Distributed ‘stand-alone’ outlets



Soochak Controller



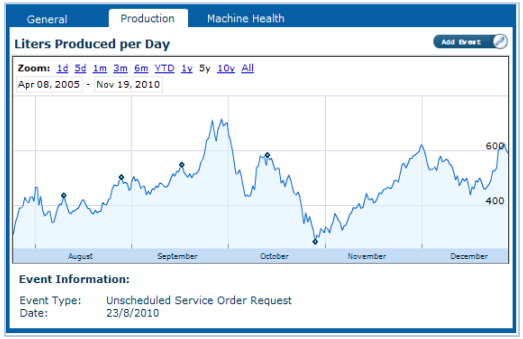
Water ATM device



Enterprise Management System



Trends

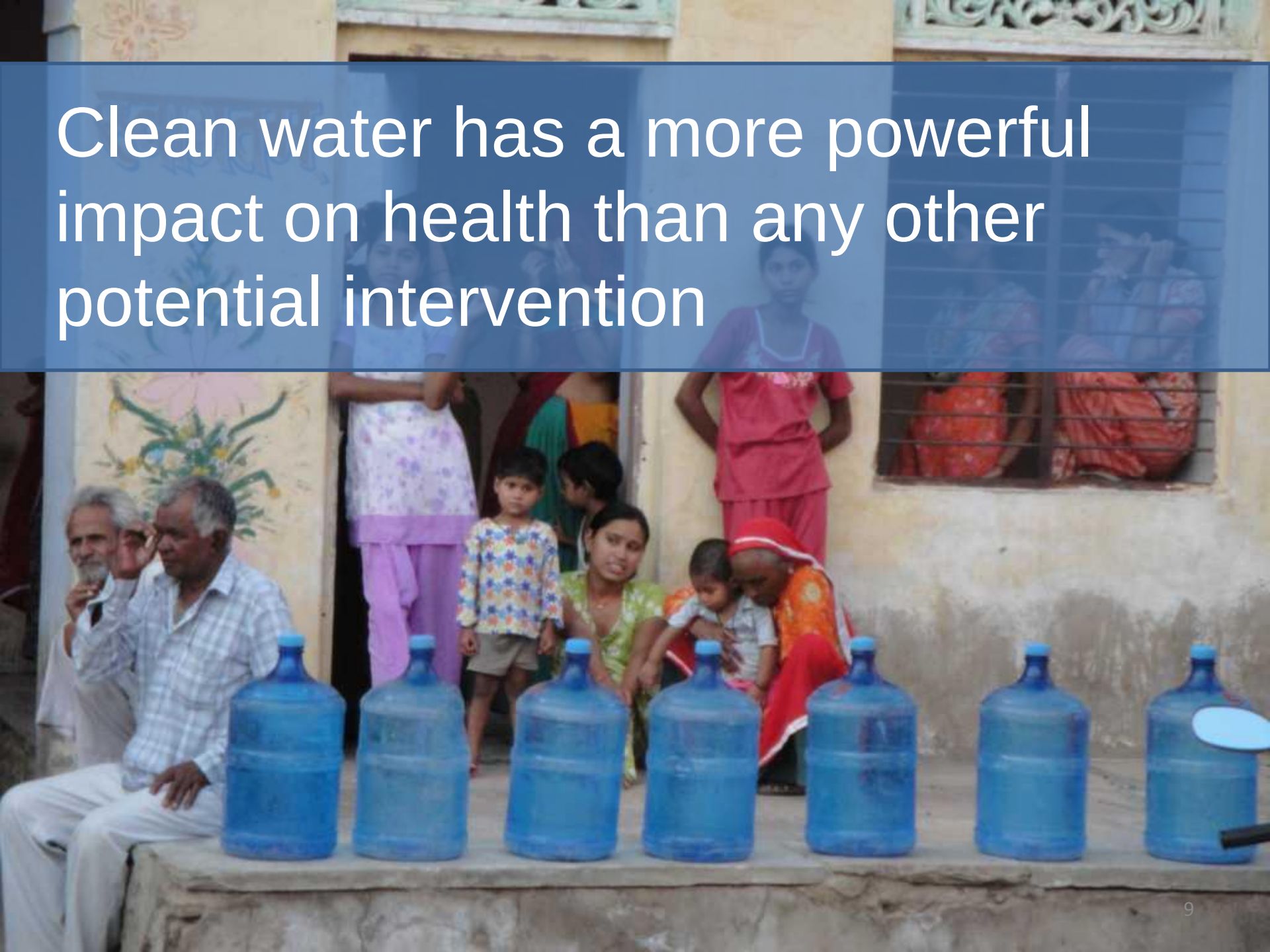


- Our **Soochak Controller** remotely monitors and controls the operations of all Piramal Water RO plants
- Our **Water ATM** dispenses, and tracks water all the way to the end user using an RFID system
- Our **Enterprise Management System** receives and processes communications from Soochak Controllers and Water ATMs, as well as provides a platform for managing the entire Piramal Water business
- These technologies combine to form a complete **Source-to-Service** system for clean water delivery



Leveraging Technology

Clean water has a more powerful impact on health than any other potential intervention



India's ongoing drinking water crisis has massive health and economic implications



- Of the 850 million people worldwide who lack access to clean water, over 150 million live in India
- Nearly 40 million Indians suffer from waterborne diseases each year
- Over 1.5 million children in India are estimated to die of diarrhea annually
- An estimated 73 million working days are lost annually due to waterborne diseases, erasing USD 600 million in economic value

The challenges of getting water to people is NOT about awareness, attitude, or technology

Source: WaterAid, "Drinking Water Quality in Rural India: Issues and Approaches"; Piramal Water



It is about building a viable and sustainable business model to deliver services

…and Yes we needed to innovate technologically to

- manage and enable such a business model

Basic Value Proposition and Challenges

Enormous under served numbers, spread at multiple locations, variety of issues

ACCESSIBLE

- Where all?
- What about Smaller ones?
- How do you ascertain?
- How do you maintain uptime?
- Operator Training & Apathy,
- Power Supply Issues, 24*7?

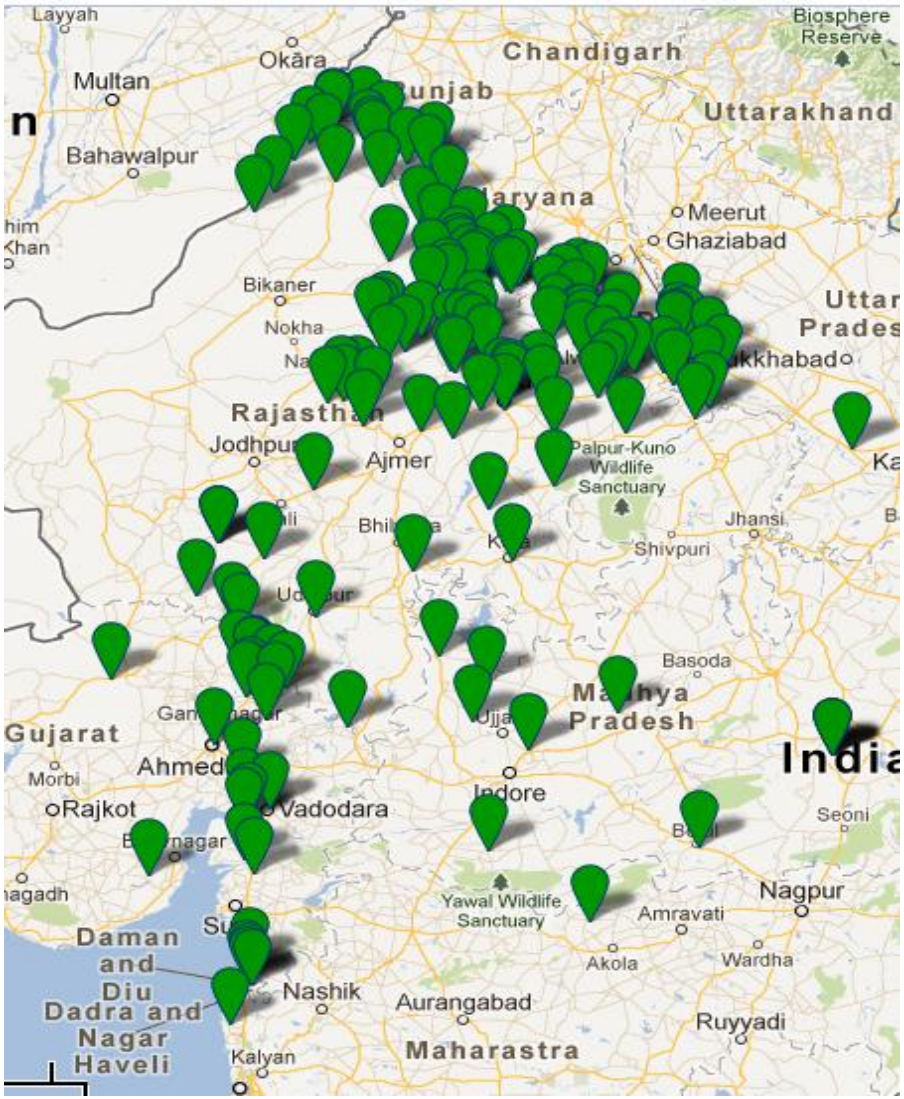
AFFORDABLE

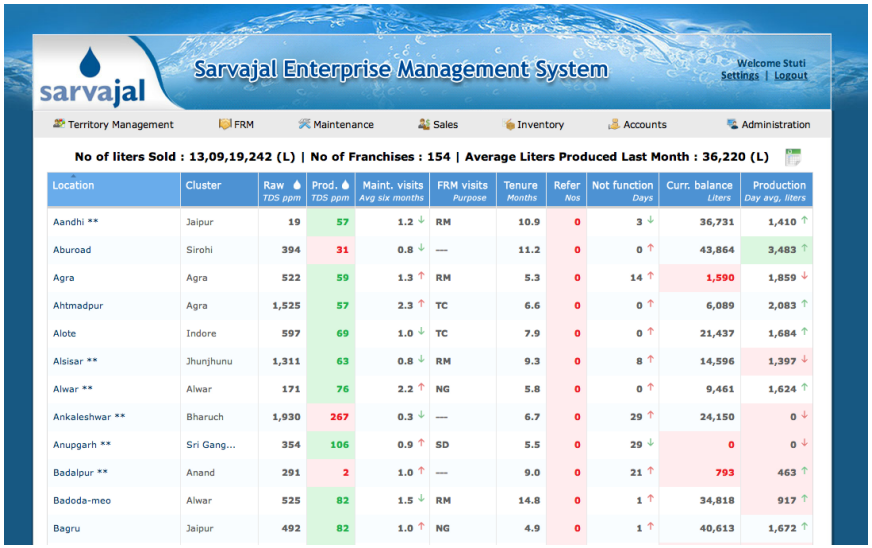
- Sustainability at what price?
- How to reduce cost of materials?
- How to reduce cost of Collections?
- How to reduce the cost of servicing?
- How to avoid overcharging?

PURE

- How to address variety of raw water?
- How do you know the quality of water produced and that of dispensed?
- How does consumer know quality?

Addressing Access Challenges: Knowing





Location	Cluster	Raw TDS ppm	Prod. TDS ppm	Maint. visits Avg six months	FRM visits Purpose	Tenure Months	Refer Nos	Not function Days	Curr. balance Liters	Production Day avg, liters
Aandhi **	Jaipur	19	57	1.2	RM	10.9	0	3	36,731	1,410
Aburoad	Sirohi	394	31	0.8	---	11.2	0	0	43,864	3,483
Agra	Agra	522	59	1.3	RM	5.3	0	14	1,590	1,859
Ahtmadpur	Agra	1,525	57	2.3	TC	6.6	0	0	6,089	2,083
Alote	Indore	597	69	1.0	TC	7.9	0	0	21,437	1,684
Alsisar **	Jhunjhunu	1,311	63	0.8	RM	9.3	0	8	14,596	1,397
Alwar **	Alwar	171	76	2.2	NG	5.8	0	0	9,461	1,624
Ankaleshwar **	Bharuch	1,930	267	0.3	---	6.7	0	29	24,150	0
Anupgarh **	Sri Gang...	354	106	0.9	SD	5.5	0	29	0	0
Badalpur **	Anand	291	2	1.0	---	9.0	0	21	793	463
Badoda-meo	Alwar	525	82	1.5	RM	14.8	0	1	34,818	917
Bagru	Jaipur	492	82	1.0	NG	4.9	0	1	40,613	1,672

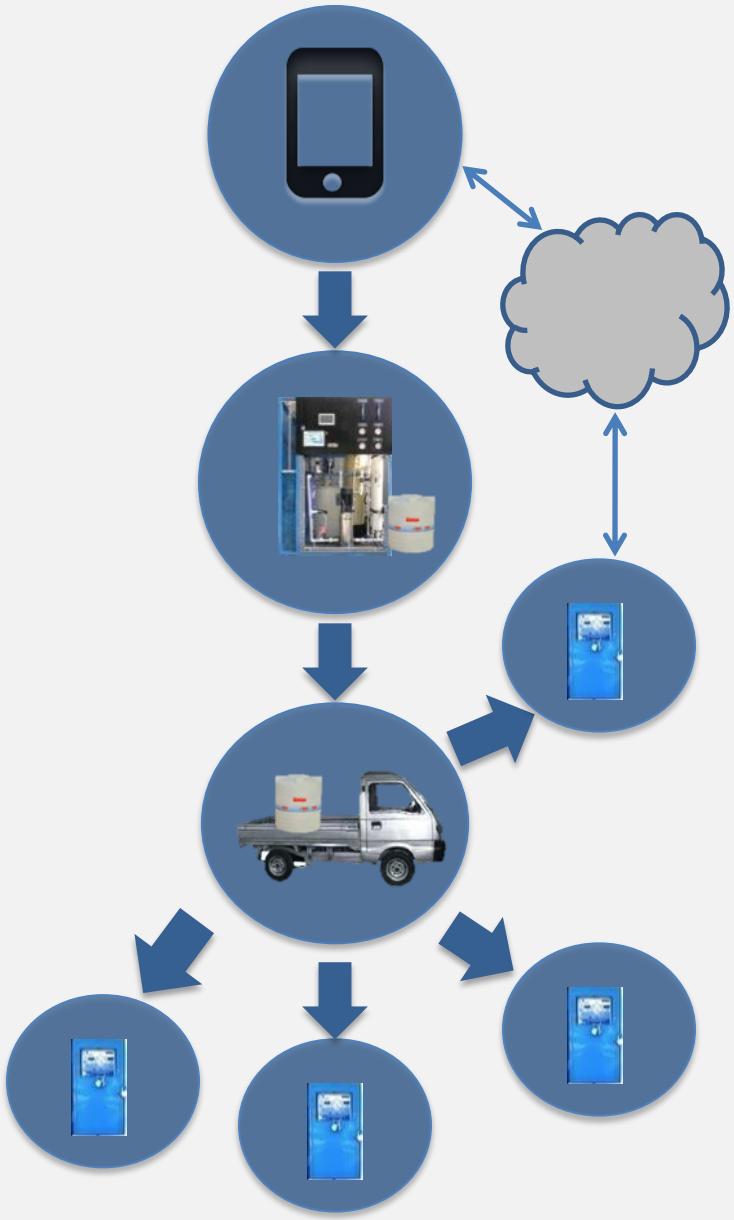


Addressing Challenges of Affordability: Real-time monitoring



Prepaid Filtration Capacity: Reduced Cost of Collection, maintenance and Servicing
Overcoming Training gaps: Automating certain precautionary processes

ATM Improves Value Proposition



Accessible and Pure:

- **Fit for smaller populations too,**
- **Solar Powered Cloud Connected**
- **Brings Quality and Price Accountability**





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13 Reasons Why Sarvajal is a better Solution

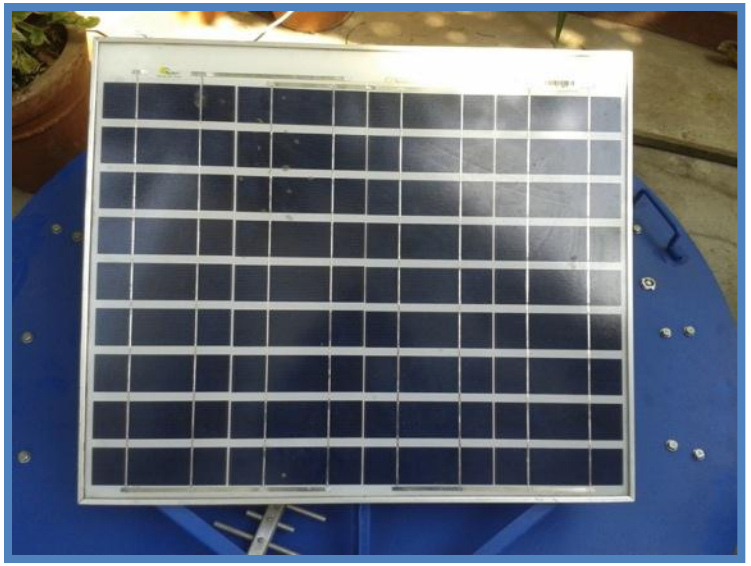
	Sarvajal	Closest Alternative
Water Quality	Removes all contaminants	Some do, most don't
Upfront cost to consumer	None	Vary from Rs. 2000 to 12000
Effective per litre price	30 paisa per liter	All above it
Online Monitoring and Quality Control	Only Sarvajal has it, patent filed	None has it
Sustainability	Self sustainable	Only at large central setup
Maintenance Support	Free monthly visit	Expensive AMC
Community Awareness	Free monthly support	NA
No disposable containers	Routine Utensils	Plastic bottles
Solar Dispensing	Use of Solar Technology	Battery or grid based
Water Table Friendly	Distributed	Centralized
Waste water reuse	Pool-able	Distributed and lost
Fuel cost /liter	Smallest	Central – very High
Raw water efficiency	6 times more efficient	Product:Waste is 1:6

No Disposable Containers + Solar Dispensing



- No plastic disposable containers

- Solar Powered; not adding onto the energy burden

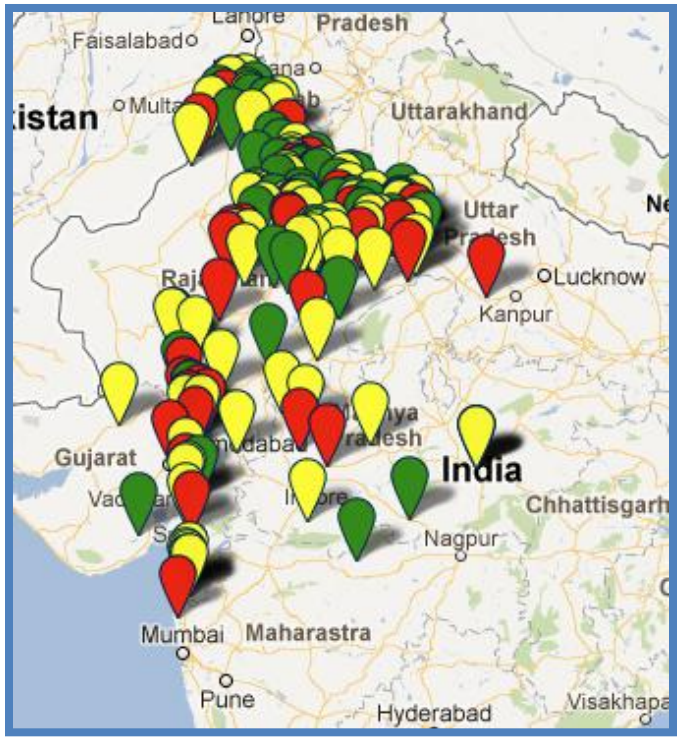




Not adding onto the plastic pollution

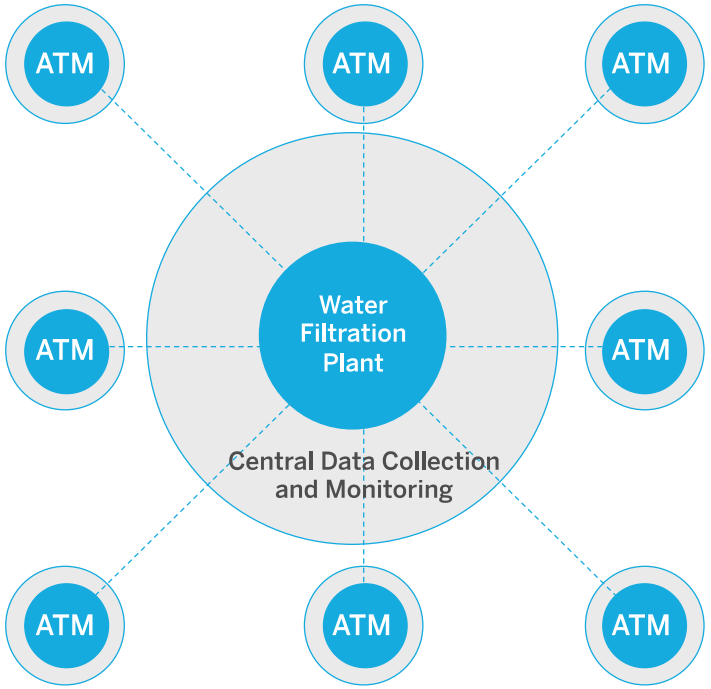
Decentralized is Green!

- Water Table Friendly; It distributes usage evenly according to population size and need



(Sarvajal's Spread of Machines)

- Much Lower Fuel Cost/Litre



What about Waste Water?

- Much Less Waste Water



- Pool and Reuse




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