CLEAN WATER

Sustainable Water Technologies Pvt. Ltd.

Nature Based Products to Rejuvenate Water Bodies

Investor Deck

Problem

Water Pollution

>70%

Freshwater sources contaminated

Water Scarcity

400,000

lives per year are lost due lack of water, sanitation, and hygiene

Deadly Diseases

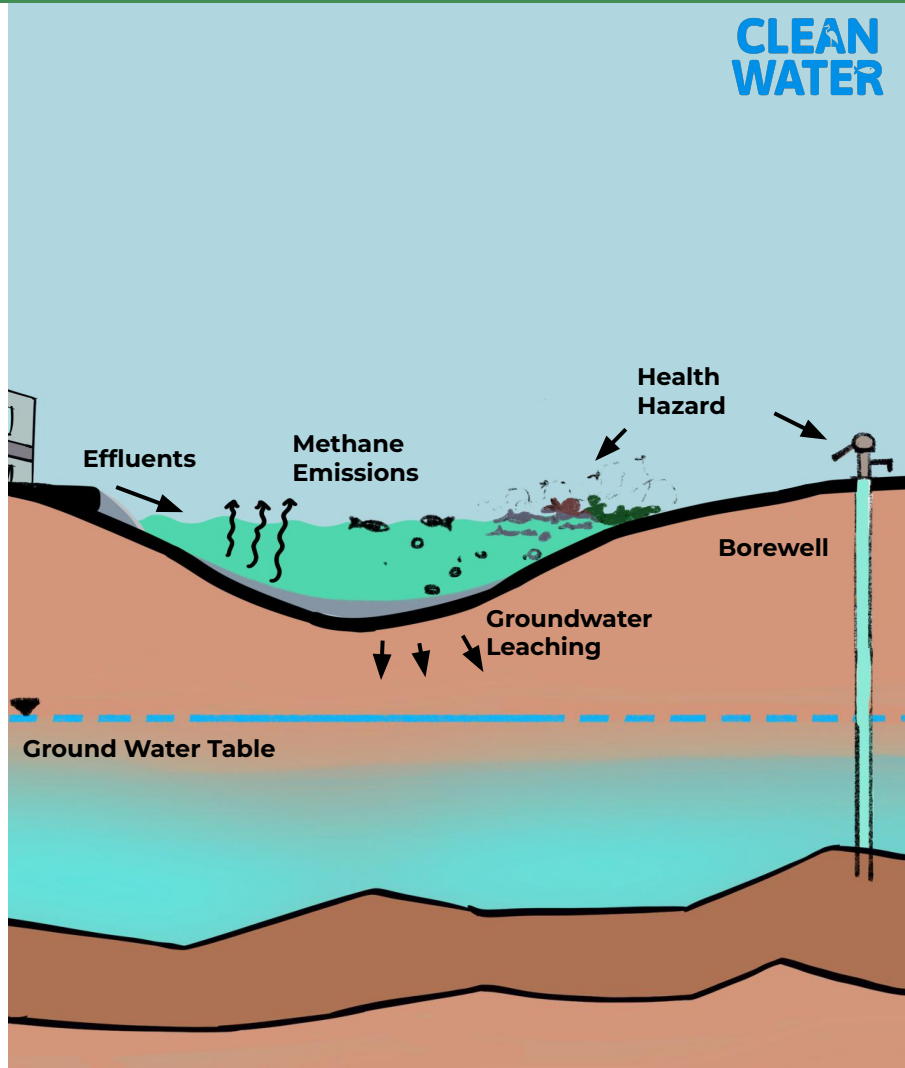
200,000

estimated deaths per year because of contamination

Economic Losses

6% GDP

Crippling water pollution could shave 6% off India's GDP by 2050



Urgency

120/122

India ranked 120 out of 122 countries in the Water Quality Index

40%

population will have no access to potable water by 2030

1436 m^3

Average annual per capita water availability putting India in water stressed zone

21 cities

in Indian are racing to reach zero groundwater levels

Water pollution in India has far-reaching consequences, affecting public health, food security, and economic growth.

Climate change is likely to exacerbate the problem.

Where Current Solutions Fall Short

CLEAN WATER

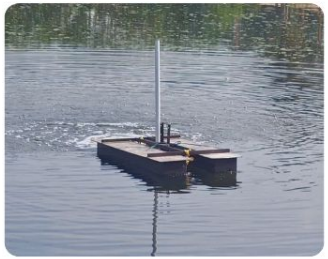
Current Solution	Shortcomings of Current Solutions	Our Competitive Advantages
 Sewage Treatment Plants	**High Capex & Opex** **Large Area** requirement near encroached water bodies	01 **Low Capital** & **O&M** Cost 02 **Less/No Additional** space, floats on water
 Chemical Solutions	**Accumulation of harmful chemicals** affecting human lives **Destroys essential bacteria** and kills biodiversity	03 **Removes** Heavy Metals & Nutrients 04 Restores **Ecology** & **Biodiversity**
 PVC Islands	**Incomplete/partial** treatment of water **Weak** islands with low lifecycle; can't withstand pressure	05 **Islands with biomedia** focusing on complete treatment 06 **Tough & Sturdy** islands with long lifecycle, for rivers with heavy flow

Our innovative Products help us to deliver & scale quickly

Floating Wetlands

Mimic nature's process and provide wetland effect to waterbodies to clean the water.

- Improve water quality, reduce algal blooms and remove pollutants
- Produces Value (fish yield, oil, etc).
- Beautification tool for water-bodies
- Provide habitat to all life-forms



Floating Aerators

Aeration/Oxygenation helps in improving water quality and increasing Oxygen for sustenance & growth of aquatic life

Beneficial Microbial Cultures

Friendly bacteria work in tandem with wetlands to help devour nutrients and other unwanted pollutants to reduce algal blooms

How our products improve water quality

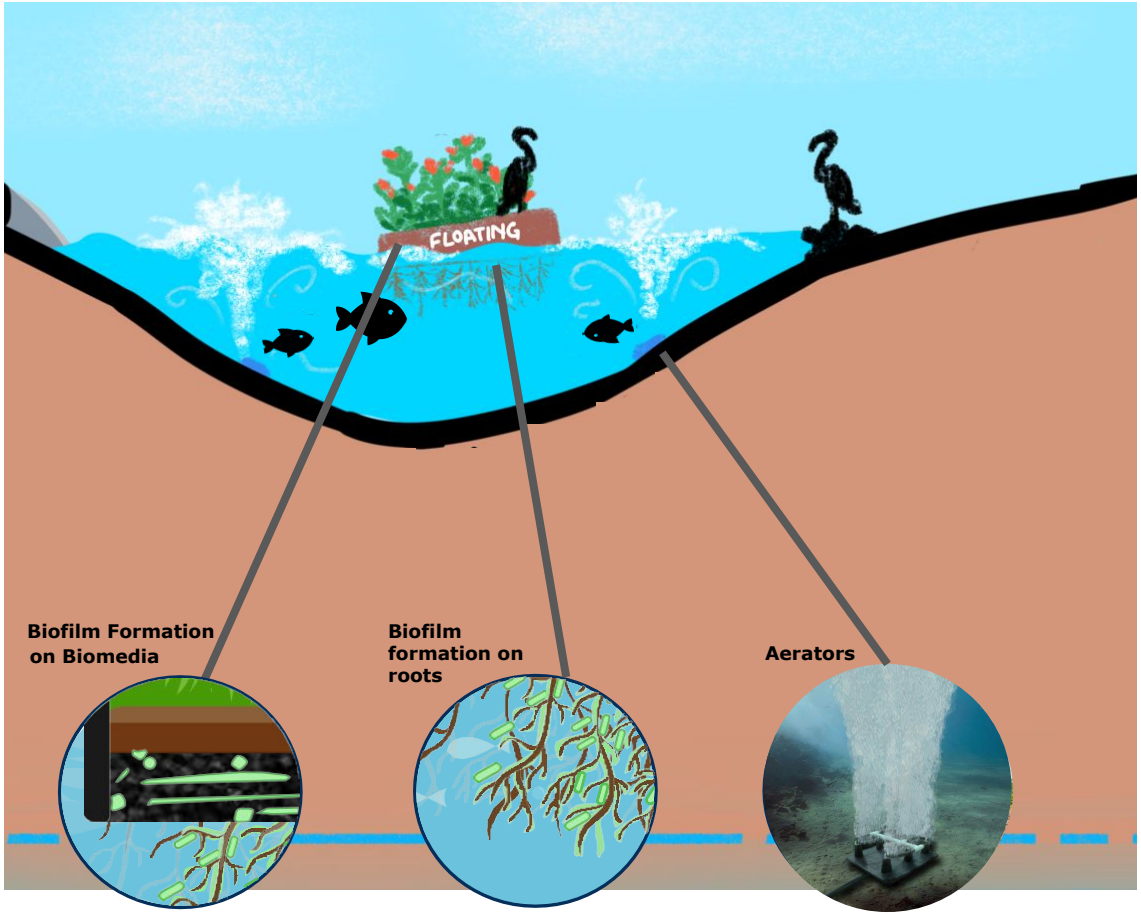
CLEAN WATER

Beneficial Microbial Cultures

- Takes up excess nutrients
- Stops undesirable growth of algae and other weeds

Floating Aerators

- Increase dissolved oxygen, making bacteria & islands efficient
- Improved Ecosystem Quality

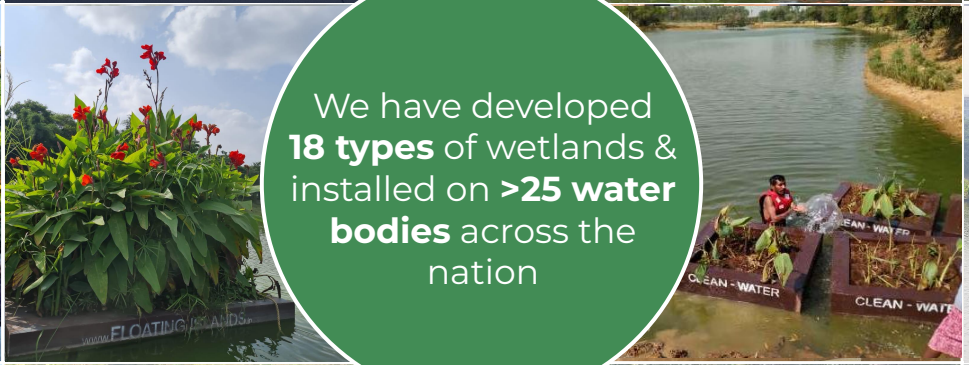


Floating Wetlands

- House Biomedia, helping bacteria grow
- Bacteria together with plants take up pollutants
- FIs provide habitat and breeding grounds to biodiversity
- **Ecological Restoration & Biodiversity Proliferation**
- **Reduced Risk of Health Hazard**











We have developed **18 types** of wetlands & installed on **>25 water bodies** across the nation

Projects

Nalanda Sarovar,
Police Training College
Indore, Madhya Pradesh

Received **“Water Hero” in 2019 and “Jal Prahari” in 2022** award from Water Resources Ministry Government of India.

Projects

Pipliyahana Lake, Indore, Madhya Pradesh

Received **INR 20 Lakh** grant from Ministry of Housing and Urban Affairs

PARAMETER	Safe Limits	Test Results
Nitrate as NO3	<45	5
Total Suspended Solid(TSS)	<500	16
Biochemical Oxygen Demand (BOD)	<10	6
Dissolved Oxygen	>5	7.4
Nitrite as NO2	<30	BDL
Phosphorous as P	<4.5	BDL

BDL = Below Detection Level
Test Results dated approx 3 months after installation

Projects

Hauz-i-Shamsi,
Delhi

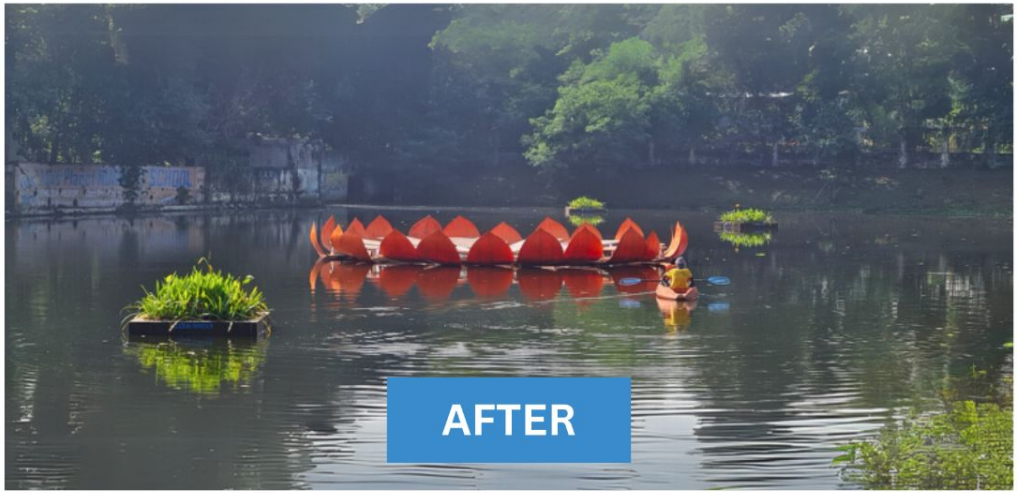
PARAMETER	Safe Limits	Test Results
Nitrate as NO3	<45	5.91
Total Suspended Solid(TSS)	<500	19
Biochemical Oxygen Demand (BOD)	<10	BDL
Chemical Oxygen Demand (COD)	<250	BDL
Nitrite as NO2	<30	BDL
Phosphorous as PO4	<4.5	1.19
Turbidity	<5	<1

Projects

Annapurna Lake,
Indore, Madhya Pradesh

PARAMETER	Safe Limits	Test Results
Nitrate as NO3	<45	BDL
Total Suspended Solid(TSS)	<500	11
Biochemical Oxygen Demand (BOD)	<10	2.4
Dissolved Oxygen	>5	6.7
Nitrite as NO2	<30	BDL
Phosphorous as P	<4.5	BDL

BDL = Below Detection Level
Test Results dated approx 2 months after installation



Benefits

CLEAN WATER

- Building climate resilient infrastructure
- Improvement in water quality, prevention of water-borne diseases and deaths
- Beautification makes waterbodies a centre for tourism & recreation, increasing revenue and livelihood opportunities
- Reduction in Methane Emissions and greenhouses gases from the lake
- Providing habitat for restoration of ecology biodiversity
- Prevention of groundwater pollution, algal blooms & invasive species

Our Solutions cater to 10/17 Sustainable Development Goals as Defined by the **United Nations**.

3 GOOD HEALTH AND WELL BEING

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

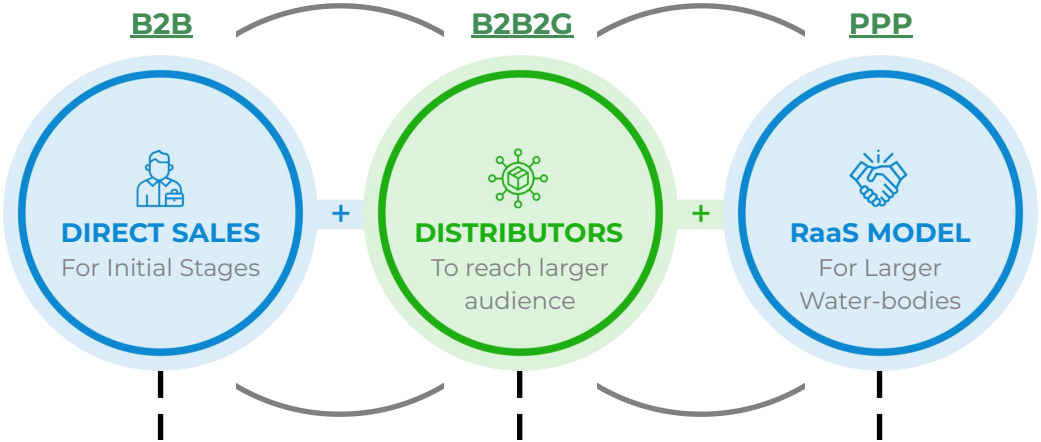
14 LIFE BELOW WATER

15 LIFE ON LAND

Revenue Model & Target Market

Revenue and Sales Streams

Initially, we will focus on the **Direct Sales model**. Once we start to gain traction, we will establish a **distributor network**. Eventually, we would like to move towards a **RaaS model**.



- First 30-50 Business Orders Only
- Online Marketing + Local Offline Sales

- For Faster Scaling up and to cover more Geographies
- For Sales & Last Mile Execution and O&M

- Where regulatory authorities do not have adequate budget
- Revenue through cash crops, fish farming, advertisement, tourism etc

Target Market & Audience

CSR Funds

Non-Governmental Organisation

Aquaculture ponds

Private Pond Owners / Resorts

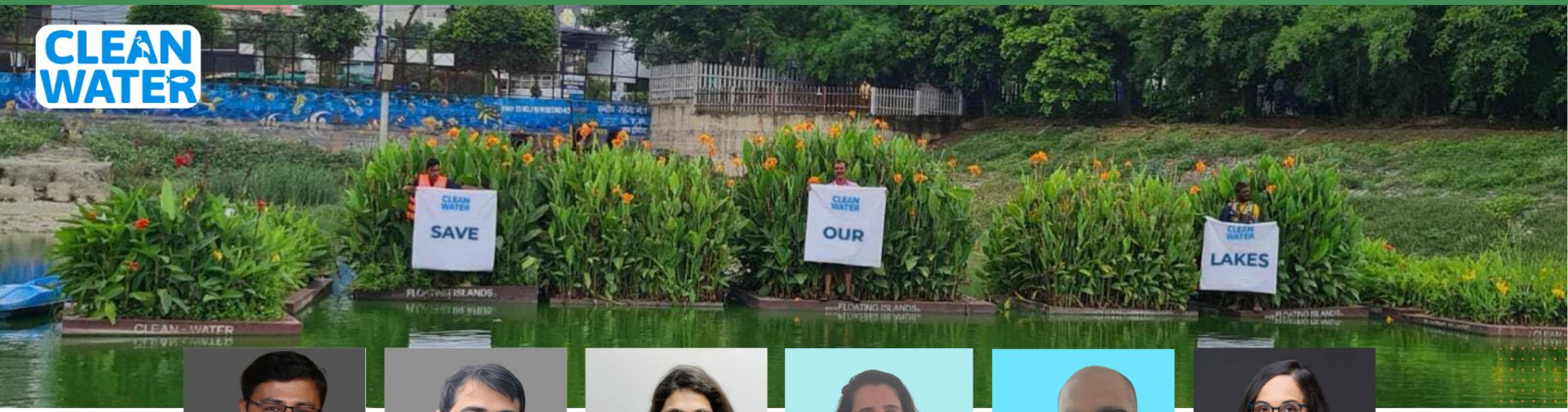
Government

- City Municipal Corporation
- Riverfront Development Corporations
- Lake Conservation and Development Authority
- National Fisheries Development Board
- Agriculture Department Of Rural Ponds
- Dams & Reservoirs Department (Irrigation Dept.)
- Huge Government campus with lakes Inside
- Jal Shakti & Water Ministry (Central)
- Wetland Authority
- Ecology reservation department

Continuous Innovation

CLEAN WATER

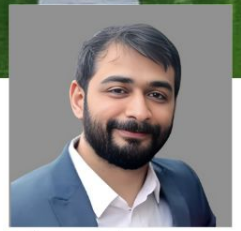
 Materials and Sizes	• Research & Development on sustainable Materials • Premium islands of various sizes and functionalities
 Functionality	• Highly customizable islands with a range of components to choose • Powered by solar energy
 Components	• Fountains, lights, meditation rooms • Real time water quality monitoring • Gardening and mushroom farming
 IoT	• IoT Bacteria dosers and aerators • Comprehensive IoT island eco-system for automated long-term maintenance and mitigation
 Revenue generation	• Planting cash crops • Carbon Credit generation • Pisciculture • Advertising
 Bioremediation	• R&D on microbial cultures including micro-algae and bacteria • R&D on plant species with high remediation and economic potential



Priyanshu Kumath
CEO & Founder

B. Tech. in Civil Engineering, IIT Bombay

Experience: Head of Growth, Associate Directors, Manager, Analyst



Raivent Nahar
CBO & Co-Founder

B.Tech. In MEMS, IIT Bombay

Experience: Business development, Marketing, Team Management

Dr. Sonam Mandani
Chief Technology Officer

PhD Chemistry, IIT Indore

Experience: Research and Development

Dr. Venuka Goyal
Chief Research Officer

PhD BioTechnology, Ohio University.
MSc. Chemistry, IIT Bombay

Experience: Research and Development

Akshat Goyal
New Product Development Mentor

B.Tech., Aerospace Engineering, IIT Bombay

Experience: Product Development and Operations

Ketaki Mehta
Social Media Manager

MBA, Symbiosis Intl. University

Experience: Training & consulting, Linkedin specialist

OUR TEAM

AWARDS:

Water Hero (2019)

Awarded by **Water Resources Ministry Government of India**

Jal Prahari (2022)

Awarded by **Water Resources Ministry Government of India**

Water Sustainability Award

Awarded by **Dr. B. Lal Institute of Biotechnology**

GRANTS:

IIT KANPUR

IIT MADRAS

IIT ROPAR

Ministry of Housing and Urban Affairs

MINISTRY OF HOUSING & URBAN AFFAIRS, GOI

COMPETITIONS:

THE WORLD BANK

WINNER

Youth Innovation Challenge

unboxingBLR

WINNER

NAMMA BENGALURU

#startupindia

FINALIST

National Startup Awards

IIM INDORE

RUNNER UP

I-EXPO

Print Media:

THE TIMES OF INDIA | THE NEW INDIAN EXPRESS | indiatimes | दैनिक भास्कर | Ahmedabad Mirror | दिव्य भास्कर | राजस्थान पत्रिका

and more...

Speaker at:

Choithram School, Indore

All India Radio Lucknow

INK@WASH TAlk

IIM Indore

Hyderabad Today Conclave

National CSR Awards

Institution of Engineers

and more...

Digital Media:

UNITED NATIONS Development Programme

Indiatimes

Sustainable Idea Labs

The Story Watch

India Water Portal

and more...

Podcasts:

OFOFO Studio

Chat SDG

Wednesdays For Water

NIrmaan.org

AEC Talks

and more...

THANK YOU!

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