



Affordable RO Water for the next billion households

(In a severely underpenetrated Indian Purifier market)



Lower the Purifier maintenance costs by 50% with 'Membrane Declogging'

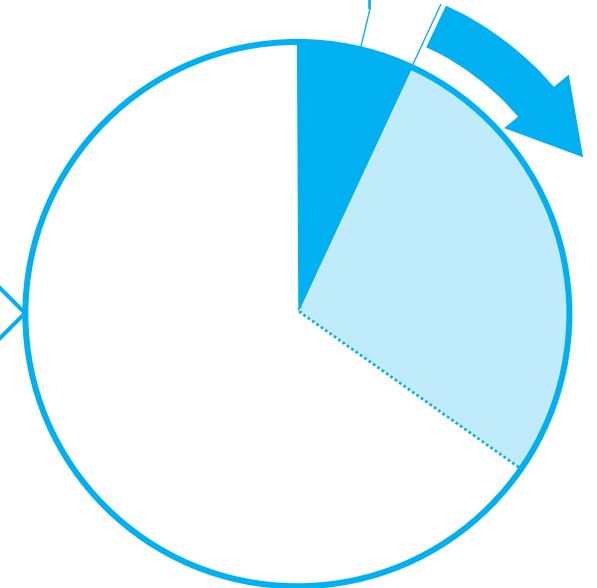
Reduce the Cost of Ownership

Make RO Water Affordable

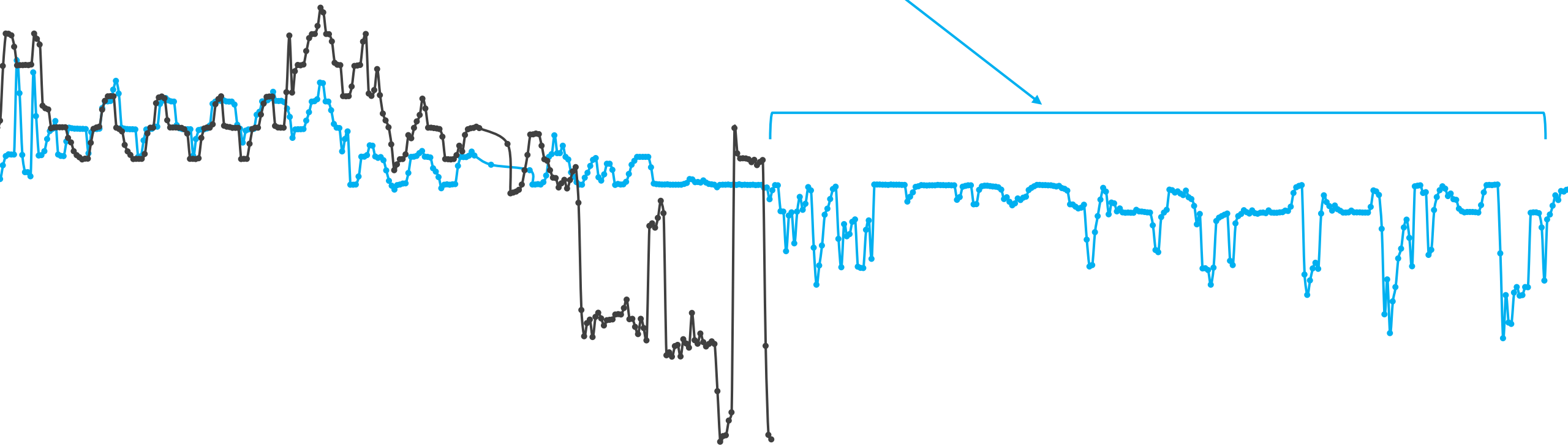
Attract New Customers

Gain Market Share

Existing Purifier Users

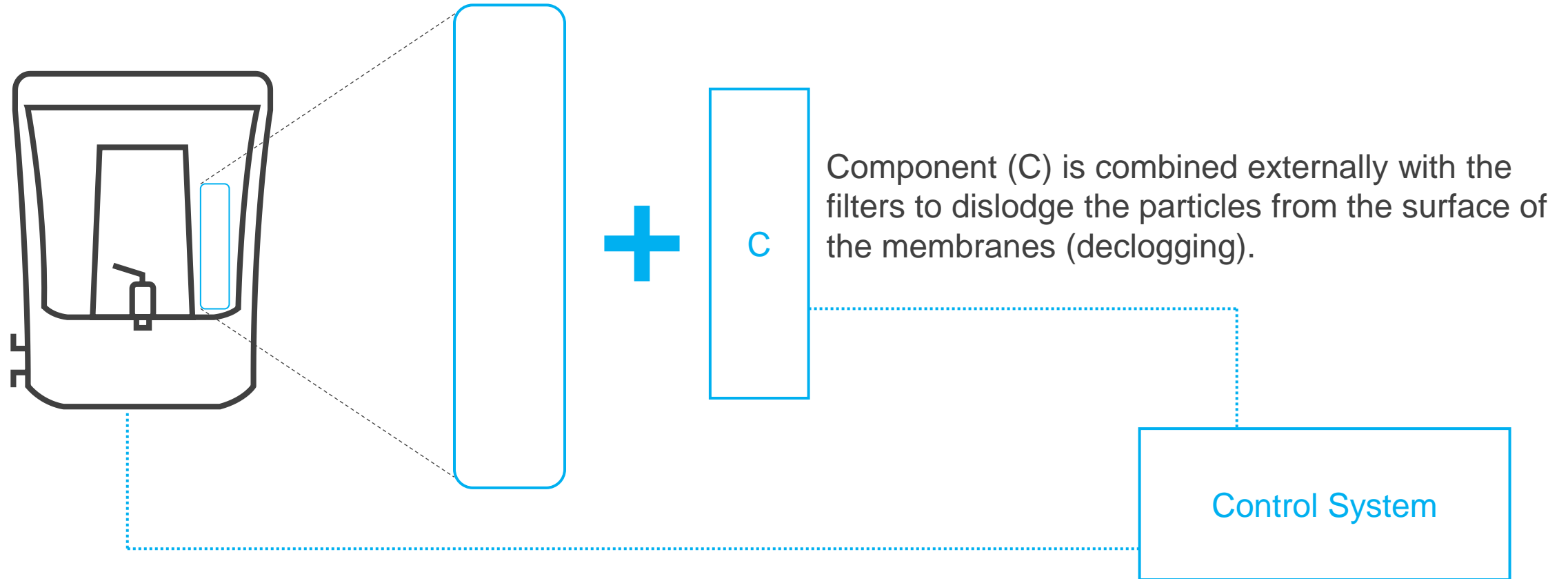


Membrane Declogging makes a Purifier last longer without servicing*

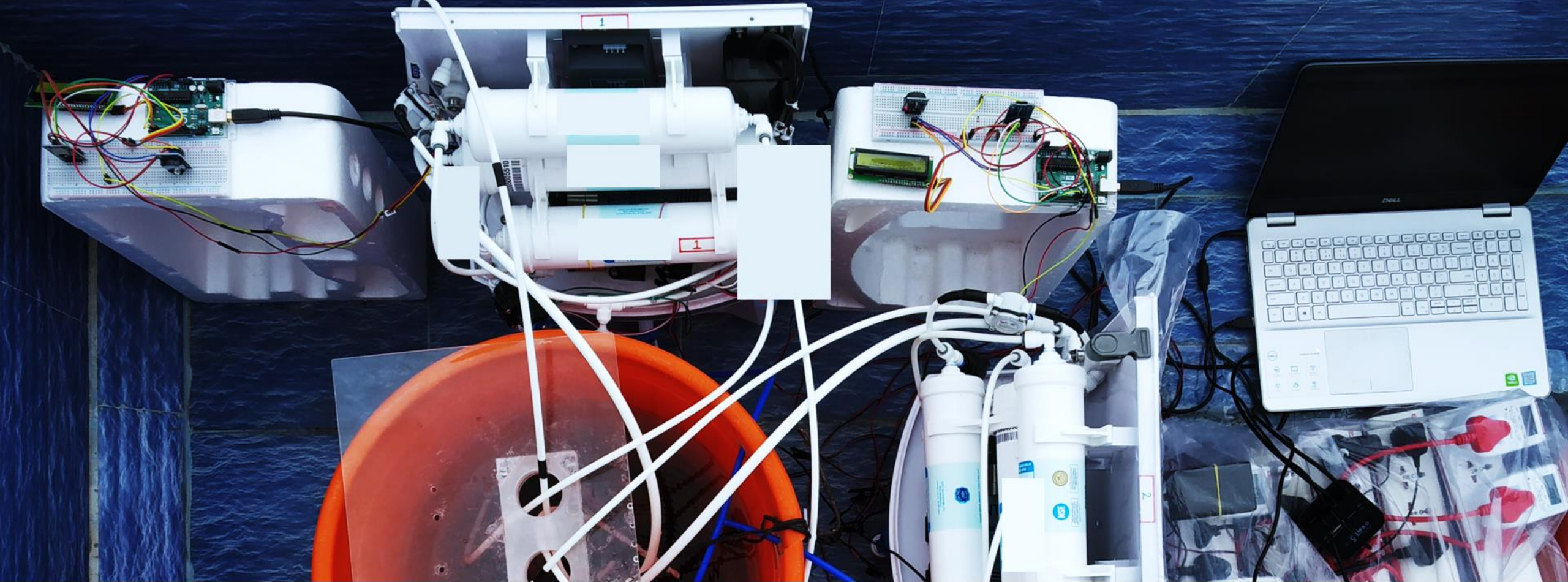


*For the same input water quality and duration of operation, a conventional Purifier would need servicing four times.

Technical Snapshot



The Control System controls the intensity, frequency and duration of operation of Component (C). Other components within the Purifier are also connected to the Control System.



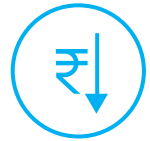
20,000 Liters of water &
Five Purifiers

To develop and test the solution

Sensors, μ Controllers &
Microscopy

To validate the results

Easily Implementable



Low Cost

Components cost less than 5% of the Purifier cost



Fit & Forget

Components need no maintenance after installation



Quick Integration

Integrates with any purifier in less than 10 minutes



Standard Parts

Components can be sourced in high volumes

Let's collaborate!



We are a process-led innovation company aimed at proactively identifying gaps that affect us all. We work with relevant stakeholders to design and deploy proven solutions. We have been working on improving dialysis, a membrane process, for over two years. BIRAC (Govt. of India) and Startup Karnataka (Govt. of Karnataka) have funded us for further development of the patented solution.

Leveraging our experience in membrane science, we have developed solutions to solve the challenges of the water purification industry. Membrane Declogging technology is a result of various insights gained from rigorous testing and interactions with Purifier users, technicians, OEM executives, Purifier entrepreneurs, academicians, etc.

Looking forward to working with you on NGT-compliant solutions that help gain market share!

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