



# Transforming water into opportunity

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India  
Philanthropy  
Initiative

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# India's water crisis leads to 780,000 deaths per year according to the World Health Organization

**23 million**

consume water  
with unsafe levels  
of arsenic and  
fluoride<sup>(1)</sup>

**780,000**

annual deaths due  
to contaminated  
water<sup>(2)</sup>

**120th**

out of 122 countries  
- India's water quality  
ranking according to  
the UN<sup>(3)</sup>

<sup>1</sup> National Water Quality Sub-Mission Revised Guidelines, Government of India Ministry of Drinking Water & Sanitation, July 2017

<sup>2,3</sup> Community Safe Water Solutions: India Sector Review, Safe Water Network, August 2014

# The crisis persists due to challenges equally rooted in technology + service delivery



Rampant  
use of RO



Imported  
material



Inadequate  
service and  
maintenance

# The crisis persists due to challenges equally rooted in technology + service delivery



Government philosophy of  
“Build, Decay, Rebuild”



End User Willingness to Pay: ✓  
PHED Willingness to Charge: ✗



Celebrity Endorsement  
of Reverse Osmosis

# HIX resins provide drinking water at less than 100 times the cost of bottled water



**99% Water Recovery**  
vs.  
**40-50% for Reverse Osmosis**



**6x Lower Energy Cost**  
vs.  
**Reverse Osmosis**



**5 - 10 year**  
lifetime\*, via periodic regeneration  
every 6 months to 1 yr,  
vs. only 1 yr for competing one  
time use resins

# 231 systems giving more than 305,000 people safe water across India & Bangladesh



**231**  
SYSTEMS DEPLOYED

**500**  
JOBS CREATED

**305,000+**  
PEOPLE IMPACTED



## Selected Customers (India)



West Bengal Public  
Health Engineering Dept



**TATA TRUSTS**

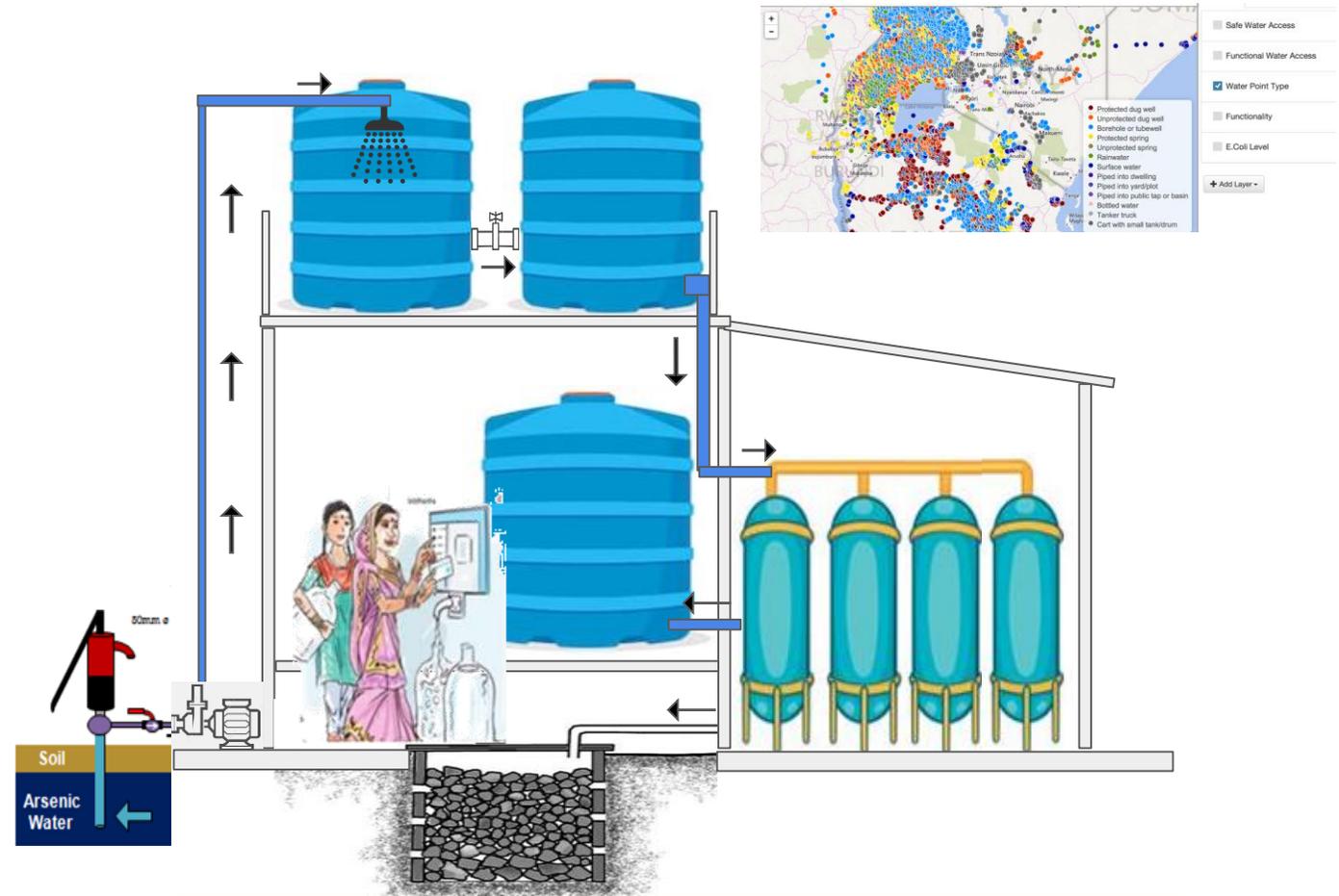


# Water ATMs enable pay as you go water with real-time monitoring capabilities



**Consumers top up on Drinkwell cards & dispense water**

*RFID-enabled money management and metered dispensing*



**Sustainable Operation & Maintenance**

*Realtime data on utilization, liters dispensed, and revenue available through cloud-based portal*

# Embrace public-private partnerships to promote HIX



“We discourage the installation of Reverse Osmosis plants for supply of safe drinking water due to high installation and operating costs and requirements, and the production of wastewater that recontaminates the environment.”

– T.M. Vijay Bhaskar, Joint Secretary, India Ministry of Drinking Water (2012)

CSR Govt. Scale up Magnitude

West Bengal (India ): 1 → 20

Bihar (India): 1 → 90

Dhaka (Bangladesh): 1 → 300

Drinkwell's goal is to profitably reach 5 million people by 2021

## SDG Driven Impact



Improved Health



Safe Water



Leverage existing Infrastructure

## Key Challenges



Mapped Water Quality Data



Govt + CSR Partnerships



Working Capital

Thank you!



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