

CLUIX Private Limited

Cleantech Pulse

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From the Founder's Desk

This quarter marks a pivotal phase in CLUIX's journey of redefining water intelligence. As the founder, I reflect with pride on the strides we've made, from establishing ourselves in rural India through our Imagine H2O deployment to representing the country on international platforms in Austria. CLUIX has grown not only in reach but in recognition, having been selected as a semi-finalist in MIT Solve's 2025 Global Health Challenge and featured by prominent platforms like News18 and YourStory. Our technological focus, led by the brilliant minds in our R&D and embedded systems teams, continues to evolve, aligning innovation with impact. As we move ahead, our mission remains firm: to democratize access to real-time water quality data, empower communities, and build a more transparent, healthier water ecosystem for India and the world.

— Chitranjan Singh, CLUIX Private Limited

Feature Focus: Imagine H2O Pilot in Uttar Pradesh



In this quarter, CLUIX launched its most ambitious pilot to date under the Imagine H2O Asia program. The pilot is underway in Uttar Pradesh, deploying 100 C012 water quality analyzers across rural and semi-urban communities. This initiative is designed to decentralize water quality monitoring, making it accessible, real-time, and community-driven. Through this pilot, we are not only introducing technology but also building local capacity by training field workers, collaborating with Panchayat Raj institutions, and co-designing feedback loops with the end-users. The Imagine H2O partnership provides global mentorship and technical validation, and our work in UP will serve as a blueprint for similar deployments across other states. Our focus is not just on scale, but on meaningful integration within the local water governance framework.

On-Ground Intelligence : Greater Noida (GNIDA) Urban Water Research

To complement our rural impact, CLUIX undertook an extensive field research initiative in the Greater Noida Industrial Development Area (GNIDA). The study aimed to understand water quality perceptions, testing behavior, and data usage patterns among urban residential societies, MSMEs, and semi-industrial clusters. Our team conducted interviews, lab comparisons, and site visits to map existing challenges and opportunities. The findings have informed our new urban testing service, a doorstep, on-demand model designed to deliver high-accuracy water quality reports for housing societies, clinics, construction sites, and gated colonies. GNIDA has been instrumental in validating that urban water users seek both convenience and credible data, opening up a new vertical of service for CLUIX in metropolitan contexts.

Inside the Innovation Lab



"For me, embedded systems are no longer about just "connecting" things."

-Siddhant Goswami, Embedded Lead

At CLUIX, I've been working on building smarter embedded systems that go beyond sensing—they analyze, decide, and perform in real-world conditions. My current focus is a portable water quality analyzer powered by ESP32, designed to handle multiple sensors, transmit data wirelessly, and run efficiently in the field.

Power optimization is central. We developed a custom PMIC using Texas Instruments components to manage inputs, switch sources, and protect against surges. The firmware uses deep sleep and event-driven polling to extend battery life.

We've also integrated OTA firmware updates with secure rollback, allowing field devices to stay updated remotely—critical for reliability at scale.

For me, embedded systems are no longer about just "connecting" things. They're about designing compact, autonomous devices that solve critical problems—like water monitoring, in places where infrastructure is limited. That's the future we're building toward at CLUIX.

As a researcher at CLUIX, I've often seen phosphate and sulphate go under the radar in field testing, even though they reveal so much about water quality. Phosphate, from fertilizers and detergents, indicates pollution and triggers eutrophication, while sulphate, natural but worsened by industrial runoff, affects taste, health, and infrastructure. During field visits and lab reviews, I noticed rising reports of these ions in states like Punjab, UP, and Gujarat. Yet, they were rarely part of routine monitoring kits. This gap pushed our team to integrate them into the CLUIX C012 water analyzer. The updated device now detects phosphate and sulphate on-site, using spectrometry and turbidimetric methods. Pre-calibrated curves, quick reagent tests, and wireless syncing allow fast and accurate reporting, without needing a lab setup. This integration has been a meaningful step. It equips field workers, communities, and decision-makers with the ability to spot hidden contamination early and act fast. For me, it's about making water intelligence more complete, capturing not just the obvious, but the often-missed threats that quietly impact health and sustainability.

By closing this gap, we're enabling smarter water monitoring, where science meets real-world need.



"It's about making water intelligence more complete, capturing not just the obvious, but the often-missed threats that quietly impact health and sustainability."

-Nimisha Mishra, R&D

Events & Representation



This quarter, we emerged as a powerful voice in India's water-tech narrative and expanded our global footprint through curated forums and global showcases.

We began at **Startup Mahakumbh 2025**, where we featured prominently in the DeepTech Pavilion. Our solution caught the attention of visiting dignitaries and water boards, with live demos attracting interest from PHED officials and innovators alike.

We were proud to be part of the **Delhi Startup Summit 2025** at Kirori Mal College, where our CRO, **VR Rajesh**, was invited to speak on the startup ecosystem's future under "**Vision 2040**". His session sparked interest in how water-tech can be both scalable and sustainable.

At the **IIT Delhi FITT Bootcamp**, Robin Singh spoke on decentralization in water monitoring. His panel emphasized how hyperlocal data and low-cost IoT can empower both communities and institutions.

Our global chapter gained momentum at **Connect Day 25 in Vienna**, where we pitched in the "Innovations from Around the World" track. VR Rajesh represented the company in Austria from May 6–17, forging partnerships and engaging with European climate-tech leaders. Innovation Centre Denmark and DTU Skylab also selected us for international mentorship, which opened up opportunities for Nordic collaboration.



We participated in the **India Water Summit 2025** hosted by Indian Chamber of Commerce (ICC) at Hyatt Regency, engaging with top government and utility stakeholders. Meanwhile, our inclusion as a **semi-finalist in MIT Solve's Global Health Challenge** added global validation to our public health impact.

We were also featured in **two editorial pieces by YourStory**, including their #BharatKelInnovators series, and spotlighted by **News18** in a national segment on water innovation. These recognitions reflect the growing resonance of our mission across public and media landscapes, validating our vision for safe, accessible, data-driven water systems.



The Road Ahead



The coming quarter will see CLUIX enter a phase of active deployment and experimentation. The Imagine H2O pilot will move to its full field execution stage in Uttar Pradesh. The C012 digital water quality analyser will be tested with field partners across states. We will launch our urban water testing model, initially piloting it across NCR.

New integration partnerships with water labs, PHEDs, and environmental compliance platforms are under discussion. As we gear up for state-level scale, our focus will remain on quality, usability, and meaningful partnerships.

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