

# CLEANTECH PULSE

Technology | Transforming | Tomorrow

NEWSLETTER ISSUE  
2ND QUARTER  
(FY 2024-25)

December 2024



## Here's what has happened in the third quarter and what's to come!

Welcome to CLUIX's quarterly newsletter! We are excited to share the latest updates and developments from our journey to transform water technology and ensure sustainability.

Firstly, we would like to thank our partners, customers, and team members for their unwavering support and enthusiasm. Your belief in our mission drives us to innovate and create solutions that make a meaningful difference.

This quarter was particularly exciting as we brought our innovations to a global audience. We were thrilled to participate in Slush 24, connecting with investors, startups, and tech enthusiasts from around the world.

This event, along with our participation in the IMC 24 and the Viksit Bharat Conclave, has provided invaluable opportunities to showcase our work.

We also celebrated important internal milestones, like our Diwali celebration, strengthening the Cluix community. Beyond these events, we planned our Testing-as-a-Service (TaaS), a groundbreaking model designed to bring professional water testing directly to consumers.

Looking ahead, we are gearing up for more innovation, with exciting plans to integrate AI into our IoT-based solutions and upcoming global forums to showcase our expertise. Thank you for being part of the CLUIX's journey. Together, we're shaping a smarter, more sustainable future. Enjoy this quarter's newsletter!

*Cluix Team x*

### In this newsletter you can find:

Exciting Launch

Event Highlights

Technology  
Innovations

Ripple Effect  
Campaign

Educational  
Insights

Upcoming Plans

## Happening Now at CLUIX

At CLUIX, we're constantly innovating to bridge gaps in water quality management, especially in markets we previously couldn't cater to due to the financial constraints of advanced devices. Enter Testing-as-a-Service (TaaS), a game-changing solution designed to democratize access to professional water testing. TaaS offers an affordable and seamless experience, allowing households and small businesses to access lab-grade water quality insights conveniently at their doorsteps.

This innovative model prioritizes cost-effectiveness, ensuring that essential water safety information is readily available to a broader population. It offers several key advantages:

- **Exceptional Convenience:** The on-demand, doorstep testing services effectively eliminate the need for time-consuming and often inconvenient travel to external laboratory facilities.
- **Enhanced Affordability:** The service is structured around budget-conscious pricing models, guaranteeing that access to high-quality testing is not restricted by financial limitations and remains attainable for a diverse range of individuals and business entities.
- **Assured Reliability:** It provides accurate, scientifically validated results that are complemented by actionable recommendations, thereby empowering users to make informed and strategic decisions pertaining to their specific water management requirements.

A crucial aspect of TaaS is its unwavering commitment to reliability. We understand that accurate data is paramount when it comes to water safety. That's why we've implemented rigorous quality control measures at every stage of the testing process. From the collection of samples using standardized protocols to the analysis conducted in certified laboratories by highly trained technicians, we ensure the integrity and precision of our results. Our reports not only provide detailed analytical data but also include clear, concise interpretations and actionable recommendations tailored to the specific needs of each customer. This commitment to accuracy and transparency empowers our clients to make informed decisions about their water management, ultimately contributing to a healthier and safer environment.

To further amplify the reach of this vital service, we are poised to initiate a dedicated community outreach initiative within the Noida NCR region, bringing professional water testing directly to consumers. This strategic expansion underscores our unwavering commitment to inclusivity and ensures that more communities can directly benefit from accessible and reliable water quality assessment.

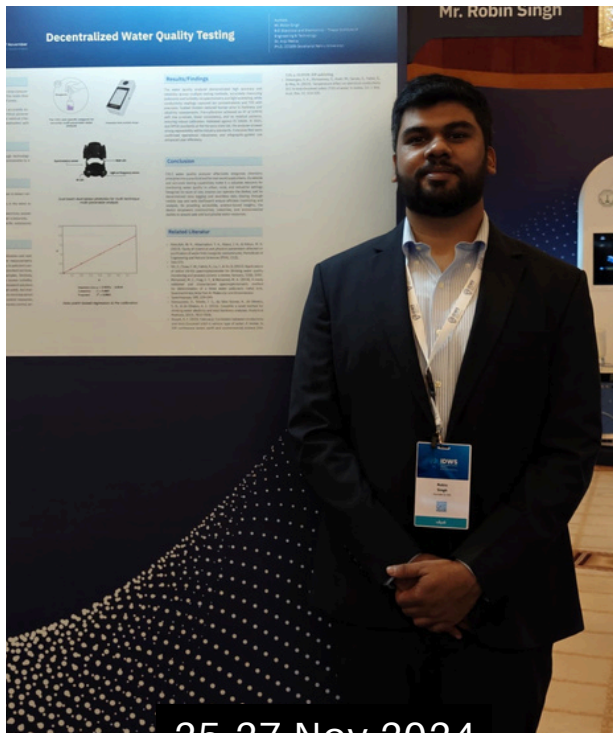
This initiative represents a substantial advancement in CLUIX's ongoing pursuit of enhanced water management solutions. By simplifying the process of ensuring water safety, we make it not only more cost-effective but also demonstrably more impactful within the communities we serve. With this significant launch, CLUIX unequivocally reaffirms its enduring dedication to promoting community well-being and actively fostering sustainable practices within the crucial sphere of water resource management. We encourage all interested parties to remain engaged and informed as CLUIX continues to spearhead advancements in the crucial domain of water safety and develops cutting-edge testing methodologies.

**IS TAAS  
CAPABLE  
OF  
BRINGING  
CHANGE?**

**Stay tuned to know  
more!**

# EVENT HIGHLIGHTS

This quarter, Cluix participated in several significant events that demonstrated our leadership in sustainable water management and technological advancements. From contributing insights on IoT for smart infrastructure to engaging with global innovators, these engagements reflect our ongoing commitment to innovation and impactful solutions.



25-27 Nov 2024

## Innovation Driven Water Sustainability (IDWS) Conference 2024

The Innovation Driven Water Sustainability (IDWS) Conference 2024 in Jeddah, Saudi Arabia, a key event focused on advancing innovative solutions for water scarcity, saw CEO Robin Singh representing CLUIX. The conference's emphasis on critical areas like desalination, wastewater treatment, and smart water management aligned perfectly with our mission to leverage IoT technology for enhanced water quality monitoring and optimization. Mr. Singh's participation solidified CLUIX's commitment to sustainable water management in arid and semi-arid regions.



20-21 Nov 2024

## SLUSH 2024

This quarter was a whirlwind of activity and recognition for Cluix. At Slush 2024 in Helsinki, Finland, we showcased our innovative technologies and discussed breakthroughs in IoT-enabled water solutions with global leaders and innovators. The event fostered collaborative discussions on technology and water management, forging valuable connections for future growth. The inspiring energy reinforced our commitment to water technology innovation.





This quarter was a whirlwind of impactful engagements, reinforcing our commitment to innovation and sustainable water management. We contributed to discussions on smart infrastructure within the Viksit Bharat initiative, emphasizing IoT's role in building sustainable cities. The **5th Annual Learning Exchange (L Ex)**, sponsored by P&G, provided a platform to connect with global leaders on scaling safe drinking water solutions for underserved regions. At the **Indian Mobile Congress (IMC) 2024**, we showcased advancements in IoT-based water quality solutions, forging industry connections and exploring smart technology opportunities. The CII 10th Edition of the **"Water Innovation Summit" (WIS)** highlighted the C012 Water Quality Analyzer's impact on driving water efficiency. The **MSME & Start-up Trade Fair 2024** connected us with entrepreneurs, exploring synergies for cost-effective water management. The **IRMA SEED Foundation Bootcamp** offered valuable mentorship for scaling consumer-focused services. Finally, VR Rajesh mentored startups at Huddle Global by **Kerala Startup Mission**, showcasing our vision for sustainable water technologies and fostering global collaborations. Furthermore, we actively participated in industry forums and publications to disseminate knowledge and raise awareness about critical water challenges. We presented research findings at the **International Water Association (IWA) World Water Congress & Exhibition**, highlighting the potential of our innovative technologies to address global water scarcity. These efforts have strengthened our position as a thought leader in the water sector and fostered valuable collaborations with academia, industry, and policymakers.



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# The Circular Water Economy : Our POV

At CLUIX, we believe that sustainability isn't just about preserving resources—it's about creating systems that regenerate and thrive. The circular water economy is at the core of this philosophy, aiming to transform how we use and manage water.

In this model, water isn't simply consumed; it's treated, reused, and returned to the environment responsibly. By integrating innovative technologies like our C012 Water Quality Analyzer, we empower industries and communities to monitor and optimize water usage, minimize waste, and recover valuable resources.

Our vision extends beyond efficiency—it's about resilience. A circular approach ensures that water systems can adapt to growing demand, climate change, and resource constraints, supporting long-term sustainability.

Through strategic partnerships, like those with Imagine H2O and IIT Palakkad, we're advancing solutions that enable businesses and municipalities to close the water loop. Together, we can redefine water management for a future where every drop counts.

Join us in building a world where water flows full circle.



**IMAGINE  
H2O**



INDIAN INSTITUTE  
OF TECHNOLOGY  
**PALAKKAD**

## Be a part of the change

### How One Small Change Matters

At Cluix, we believe that every drop counts, and small changes can create a ripple effect in driving sustainable water management. With our **Ripple Effect Campaign**, we're inviting readers to share their water-saving actions—whether it's fixing a leaky tap, using water-efficient appliances, or adopting rainwater harvesting techniques. By amplifying these stories, we aim to inspire a larger community to take similar steps toward water conservation.

Reinforcing our mission to foster responsible water practices for a sustainable future. Share your story and join the movement to make a difference, one small change at a time.

## Looking Ahead

As we move into the next quarter, Cluix remains dedicated to its vision of pioneering water solutions. Our focus areas include:

- Enhancing the C012 analyzer with predictive analytics and smarter dashboards.
  - Representing CLUIX at international platforms to expand our reach and influence.
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