



A large, stylized graphic on the left side of the slide depicts a dark blue faucet from which a single blue water droplet falls. This droplet hangs in mid-air above a silhouette of a city skyline, which includes various buildings, trees, and wind turbines. The background of the slide features light blue horizontal stripes and a wavy blue pattern at the bottom, representing water.

Making Every Drop Count through Innovative Water Quality Management

CLUIX Private Limited

About Us

We are a Clean-Tech startup driven by **innovation**, committed to developing ground-breaking solutions that **surpass the conventional limitations**.

Our solutions not only incorporate **cutting-edge advancements** but also prioritize:

Ease of Use | Affordability | Reliability | Sustainability

At CLUIX, we're not just dreaming - **we're building it.**



Vision:

A world powered by clean, accessible, and sustainable solutions, driving positive social and environmental change.

Mission:

Developing and deploying disruptive, yet affordable, cleantech solutions accessible to all.

Contamination in Drinking Water – A Global Challenge

- **27% (2 billion people)** lack access to safely managed drinking water. ([Source: WHO])
- **8 out of 10 people** who lack basic drinking water services live in rural areas. ([Source: CDC])
- **1.7 billion people** use drinking water contaminated with faeces. ([Source: WHO])
- **Unsafe drinking water** and inadequate sanitation contribute to approximately **505,000 diarrhoeal deaths each year.**

Problem That Is Being Addressed

What are we solving

Traditional water quality monitoring methods are manual, slow, expensive, and unreliable.

Result following Impact

- Unsafe Drinking water
- Inefficient Resource Management
- Environmental Damage

Who is Impacted?

Everyone!

From individuals and communities to businesses and governments.

Clean water is fundamental to health, sanitation, food security, and economic development.

Government of India – National Jal Jeevan Mission

Press Information Bureau
Government of India
Ministry of Jal Shakti

25 DEC 2020 2:05PM by PIB Delhi

National Jal Jeevan Mission Launches Innovation Challenge for Developing Portable Devices to Test Drinking Water Quality

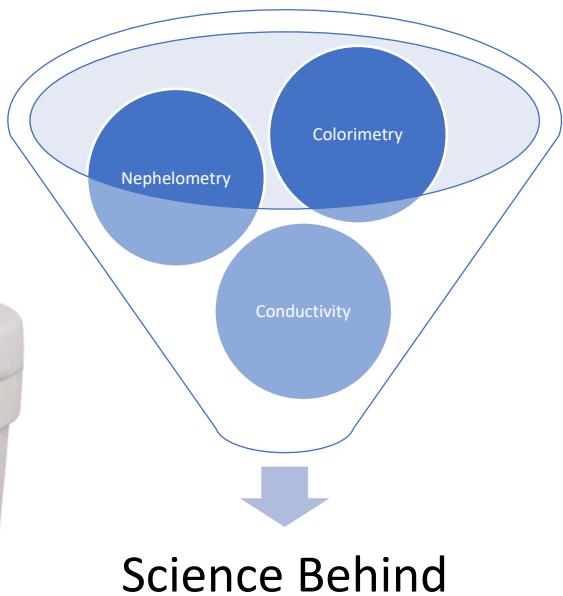
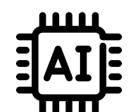
The National Jal Jeevan Mission has launched an innovation challenge in partnership with Department of Promotion of Industry and Internal Trade to develop portable devices for water testing. The main objective of the exercise is to bring an innovative, modular, and cost-effective solution to develop portable devices that can be used at the household level to test the drinking water quality instantly, easily and accurately.



Water quality testing is one of the priority areas under Jal Jeevan Mission, the flagship programme of Union Government. The aim of the innovation challenge is to ensure that water sources are tested at various locations, at different levels; thereby, helping the policy framers to design programs which address the water contamination issues.



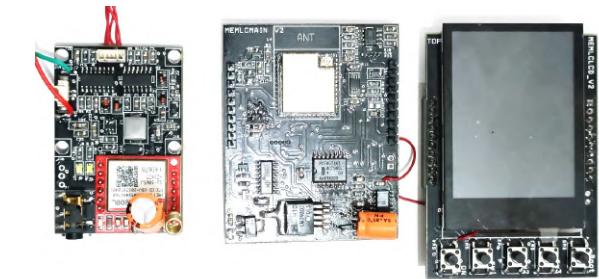
The Solution we are offering



Current Critical parameters as per WHO and BIS standards

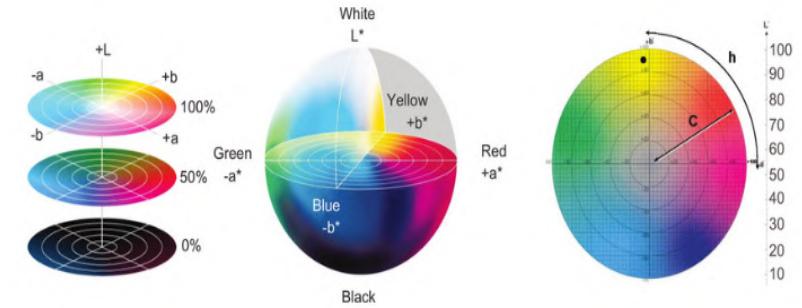
Potential of hydrogen (pH) • Free residual Chlorine (FRC) • Total Hardness (TH) • Pt/Co-Hazens (Color) • Turbidity Total dissolved solids(TDS) • Electrical conductivity (EC) • Lead (Pb) • Iron (Fe) • Fluoride (F) • Nitrate (NO_3)

New critical parameters to be added in the device as per WHO and BIS standards



Innovation in Hardware:

- Lightweight and low-cost design.
- Hardware capable of processing AI & ML algorithms.
- Embedded C code libraries that enable microcontrollers to function like microprocessors



Working Principle:

The C011 uses an innovative method of converting RGB color values to CIE Lab (Lab^*) values. This conversion allows for more accurate colorimetric analysis compared to traditional methods.

The Solution we are offering



Multi parameter testing
with only **one reagent each.**



Portable & Durable(IP68)
(55*55*55 mm)



Capacitive Touch Screen device
Info-Graphically guided test
No training required



lot based data storage
and transfer.



Pre-Calibrated
Deep AI Computation
Reading with permissible levels.



Affordable device for mass
adoption of technology.

We work with various stakeholders



Competitive Landscape & How your Strategy is different:

| Comparative Parameters | CLUIX | ELICO | HANNA | CANON | HACH |
|---------------------------------|-------|-------|-------|-------|------|
| Multi-Parameter Device | ✓ | ✓ | ✓ | ✓ | ✓ |
| IOT (Connected Device) | ✓ | ✗ | ✗ | ✗ | ✗ |
| GPS Tagged Report | ✓ | ✗ | ✗ | ✗ | ✗ |
| Realtime Report Upload | ✓ | ✗ | ✗ | ✗ | ✗ |
| New Parameter Updates | ✓ | ✗ | ✗ | ✗ | ✗ |
| Easy to Use for Layman/Non-Tech | ✓ | ✗ | ✗ | ✗ | ✗ |
| Affordable for Mass Adoption | ✓ | ✗ | ✗ | ✗ | ✗ |

ACCESSIBLE | AFFORDABLE | SCALABLE | SUSTAINABLE

Customer Testimonial



OFFICE OF THE CHIEF CHEMIST

PUBLIC HEALTH ENGINEERING DEPARTMENT

STATE WATER TESTING LABORATORY, KARNAL-132001

(NABL ACCREDITED)

E-mail:-chiefchemist.hr@phedharyana.gov.in, chiefchemist.phedharyana@gmail.com



To Whomsoever it may Concern

I am writing this letter to confirm that PHED Haryana has conducted a pilot trial for the deployment of portable water quality analyzer (CLUIX C011) to test the quality of the household tap water samples at the Anganwadi/Gram Panchayat level in Two villages i.e. Birachpur & Jaani of the district of Karnal.

I am pleased to state that the project was successfully piloted, and we achieved the desired outcomes within the given timeframe. The piloting experience provided us with valuable insights and lessons learned, which I believe will be beneficial for future programs to keep water purity within safe boundaries on a real-time basis.

Project Start Date: 22nd August, 2022

Project End Date: 07th September, 2022

Please feel free to contact me if you require any further information or clarification on my experience.

Thank you for considering my letter.

Sincerely,

Amit Kr. Singh 0304.2023

Chief Chemist - PHED

Govt of Haryana



Dated: 03.04.2023

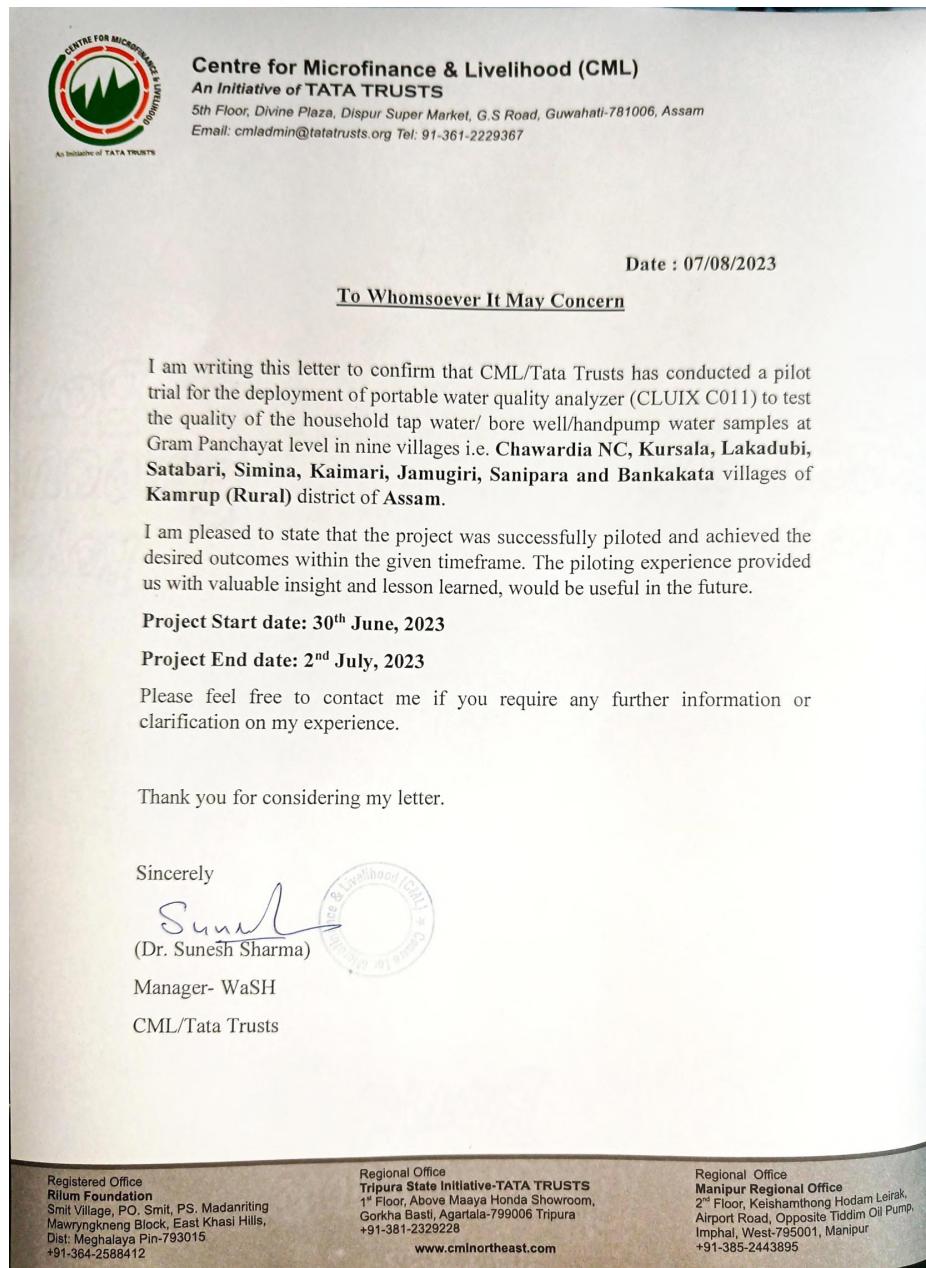
THOUGHT LEADERSHIP WITH

**Mr. Amit Singh, Chief Chemist,
PHED, Govt. of Haryana.**

<https://youtu.be/S0bZV9-njj4?si=Fhq9f65ahTXnzspo>



Customer Testimonial



CLUIX **TATA TRUSTS**

FIELD TRIALS FOR DRINKING WATER QUALITY TESTING

DISTRICT : KAMRUP
STATE : ASSAM

DATE : 30TH JUNE - 1ST JULY' 23

CLUIX Portable Water Quality Analyzer

| | | | |
|---------------------------------|--|---|-------------------------------------|
| TH 0-300 ppm Total Hardness | EC 0-1413 µS/cm Electrical conductivity | TDS 0-700 ppm Total dissolved solids | Pb 5-50 ppm Lead - Heavy metal |
| TUR 0-10 NTU Turbidity (NTU) | FRC 0-3 ppm Free residual Chlorine | HU 0-10 HU Colour - Hazen Unit | pH 3-10 pH Potential of Hydrogen |

Result
Total Hardness
Permissible
The final result is concluded to be 104.0 ppm
Date & Time : 30/06/2023 11:46:46 AM



Market Sizing – Water Quality Testing

| PHASE 1 - INDIA | Description | Devices Required | Market (USD Mn) | Market (USD Bn) |
|-----------------|-----------------------------------|------------------|-----------------|-----------------|
| | Government - Rural | 6,68,597 | 868 | 0.87 |
| | Government - Urban (1 Mn+ Cities) | 77,322 | 100 | 0.10 |
| | Educational Institution - India | 2,39,551 | 311 | 0.31 |
| | Development Agencies | 91,500 | 119 | 0.12 |
| | Commercial Establishment | 6,66,739 | 866 | 0.87 |
| | Defence | 13,500 | 18 | 0.02 |
| | Custom Solutions - WQM/WLM | 22,65,000 | 98 | 0.10 |
| | India | Total | 2,379 | 2.38 |

Note:

- 1 Above TAM, we have included of only Indian Subcontinent Market
- 2 Urban Market - Only 1 Mn+ Cities included
- 3 RWPF & Leading NGOs incuded in the Development Agencies, whereas there are multiple other international Agencies to be targeted

| PHASE 2 - GLOBAL | Description | Market (USD Bn) | | |
|------------------|-------------------------------|-----------------|-----------|-------|
| | | 2022 | 2030-2032 | CAGR |
| | | 5.55 | 10.80 | |
| | Biotechnology reagents & kits | 18.20 | 35.24 | 8.50% |
| | Global | | | |

Additionally, some reports estimate the broader water quality testing market (including equipment, services, etc.) to be significantly larger, ranging from USD 40 billion to USD 70 billion globally.



Business Model Canvas

| Key Partners | Key Activities | Value Propositions | Customer Relationships | Customer Segments |
|--|---|---|---|--|
| Incubators FITT IIT Delhi KIIT- TBI Bhubaneswar Supported by Ministry of Jal Shakti Invest India (DPIIT) | 1. Sales 2. Manufacturing 3. R&D, NPD 4. Social media marketing. | We are a deep tech startup who aims to reduce the consumption of contaminated drinking water and the associated diseases in 6.4 lac gram panchayats across India. Therefore, we developed an easy to use hand-heled IOT based multi-parameter water quality analyzer that requires no scientific training to used and works as a decentralized lab in gram panchayats to be used by anganwadi women workers. | 1. To guide them and keep them updated with best practices. 2. Helps field trials in new geographies. | 1. Industries & Commercial Establishment 2. Government & Private Laboratory 3. NGO & Development Agencies 4. Government : PHE / JJM 5. International Market 6. Research and Academic Institutions |
| Vendors PCB Manufacturing and assembling. Mechanical enclosure manufacturer. Electronic Component suppliers. NGOs and Corporate CSR Tata Trust Ambuja Foundation | Unique Proposition 1. Technology IP 2. Fully developed, tested and commercialized product. 3. Low cost IOT technology development blueprints for any NPD and scalability, especially for affordable solutions with high accuracy. | Our unique innovations in AI algorithms to utilize microcontrollers as microprocessors allowed us to created this affordable and scalable solutions for the masses. | Channels 1. Direct sale 2. Online Store 3. Distributor/Resellers: 4. Partnerships/Collaboration Decentralized - Sales & Service Points for last mile servicing | Customer / Pipeline List 1. Govt of Assam 2. Govt of Maharashtra 3. Kent RO 4. Liv Pure 5. Drink Prime 6. Smart City Mission 7. Ambuja Foundation 8. TATA Trust 9. Aga Khan Foundation |
| Cost Structure Manpower : 4.5 lac per month Lab rental : 0.20 lac per month Lab consumables : 0.40 per month R & D (Prototyping NPDs) : 0.40 to 0.60 lac per month Manufacturing cost per device : 14,000 INR Reagent Kits and accessories cost : 4,000 INR | | Revenue Streams 1. Product sale. (Gross Margin - 72%) 2. Consumables and Accessories. (Gross Margin - 72%) 3. Data Insights/Analytics service. (Gross Margin - 80%) 4. Maintenance and Support. (Gross Margin - 70%) | Product Pricing: Retail Price – Rs 50,000 with one year Warranty Recurring Revenue: Reagent Kit (100 test) – Rs 10,000 AMC – Rs. 4000/kit/year Upgrades - Customized | |

Our Marquee Customers



रक्षा मंत्रालय
MINISTRY OF
DEFENCE



An Initiative of **TATA TRUSTS**



The Team



Robin Singh

Founder & CEO

Chitranjan Singh

Founder & CSO

V R Rajesh

CRO

Dr. Anju Mehra

R&D Lead

Dr. Tapan K
Gandhi

Advisor

Dr. Aseem
Bhatnagar

Mentor



Dash Dynamic
Technology Curator



DEFENCE SERVICE OF INDIA
MES

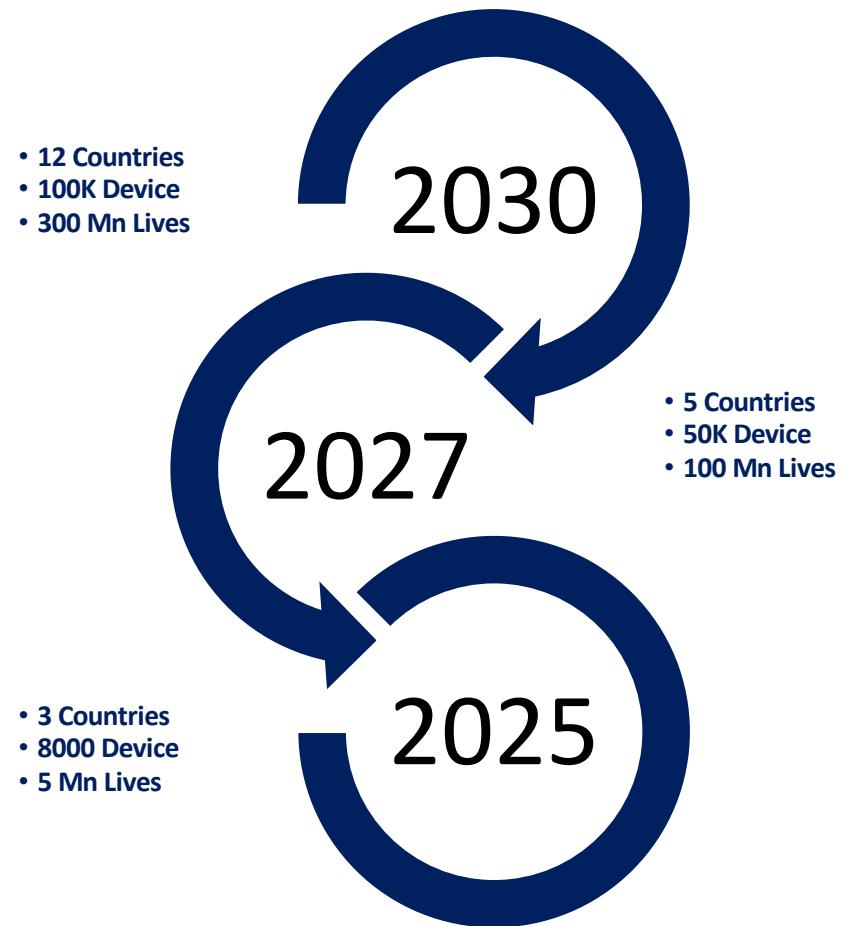


Impact Matrix

| | |
|----|--|
| 01 | Access to Safe & Clean Water <ul style="list-style-type: none">• Improved access of safe community• Reduces the risk of waterborne diseases• Ensures basic human right |
| 02 | Community Empowerment <ul style="list-style-type: none">• Encourage community participation• Education and awareness about safe water• Community to take ownership of the initiative |
| 03 | Economic Development <ul style="list-style-type: none">• Reduces healthcare cost on associated with waterborne illnesses.• Enhances economic opportunities• Reduces health disparities |
| 04 | Environmental Sustainability <ul style="list-style-type: none">• Encourages conservation and protection• Promote sustainable water management practices• Supports ecosystems and biodiversity |

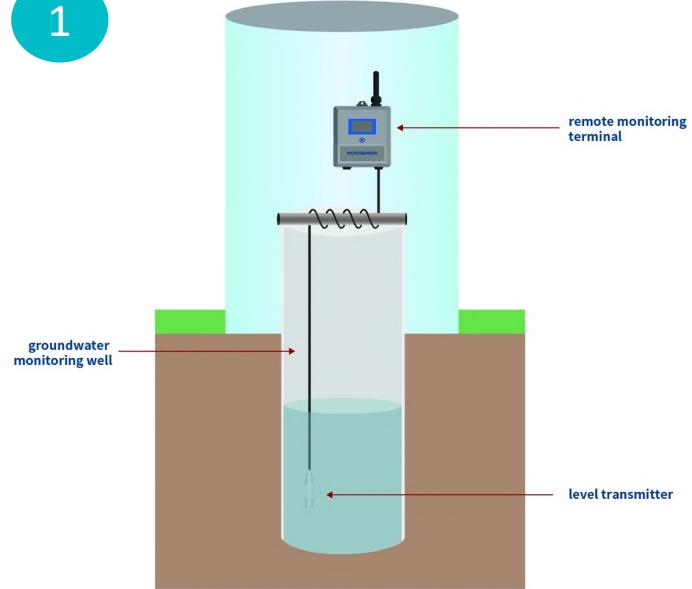


Milestones



Future Roadmap

1



**CLUIX borewell
water level
monitoring system.**

**(Extraction vs
recovery rate.)**

2



CLUIX C012 – A lightweight version of the Water Quality Analyzer, designed for widespread adoption and aimed to be placed at every village in India, to replace the current FTKs.

3



In-line TDS Meter with Aux connector

- Purpose:** Real-time and accurate TDS measurement for RO purifiers
- Integration:** Inline unit connected to RO system
- Compatibility:** Designed to fit common RO models
- User Experience:** Easy to Use and didn't disturb the design aesthetics of RO

4



Overflowing dustbins are a pervasive and growing problem in communities around the world. These overflowing bins not only create an unsightly mess, but also pose a significant threat to public health and the environment.

Automatic trash compactors, with its innovative features and sustainable design, offer a promising solution to address various environmental challenges.

Awards and Recognitions



National Innovation Challenge 2021 by
Jal Jeevan Mission & Startup India



National Award for Innovation 2023 in Water Quality Management by
CII-Triveni Water Institute

Awards and Recognitions



Selected as Super 25 @Startup Conclave, Delhi University



Cluix



CONGRATULATIONS!

You made it! Being selected from over 900 applicants is a testament to the potential of your startup.

The Social Innovation Lab by Citi, A program designed and executed by IIT Kanpur, provides impactful support & acceleration to promising ventures like yours. We encourage you to actively engage with the resources, mentorship, and your fellow cohort members to maximize your experience.

We wish you the very best in your journey with the Social Innovation Lab by Citi

Prof. Ankush Sharma
Department of Electrical Engineering
Professor In-charge, Innovation & Incubation, IIT Kanpur

Winners of Citi Social Innovation Lab (Cohort 2 –Cleantech)
SIIC-IIT Kanpur

Funding Requirement & Use of Funds

Pre-Money Valuation
INR 35.35 Cr

Total Requirement
INR 8.0 Cr

Committed
INR 1.75 Cr

As on Date Revenue – INR 1.1 Cr

Current Sales pipeline : INR 12.70 Cr

Investment Received : INR 62 Lac

USAGE OF FUNDS

INR 2.0 Cr

Research & Development

- Adding new quality parameters
- New Product Development specific to Industry
- Product validation POC with clients

INR 2.5 Cr

Manpower

- Hire R&D Scientist and Embedded System Engineers
- Sales & Mktg Team – Market expansion
- Compliance Team for statutory requirement

INR 3.5 Cr

Manufacturing & Production

- Scaling up manufacturing and production capabilities to meet increasing demand
- sourcing in high-quality to reduce the input cost
- Quality Assurance & Testing

Future Business Projections

| Particulars | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|--------------------------------|--------------------|---------------------|---------------------|-----------------------|-----------------------|-----------------------|
| REVENUES | | | | | | |
| Gross Revenue | 2,23,03,375 | 14,47,01,512 | 34,51,61,462 | 1,00,89,45,850 | 1,83,20,30,237 | 3,35,31,42,436 |
| Total Revenue | 2,23,03,375 | 14,47,01,512 | 34,51,61,462 | 1,00,89,45,850 | 1,83,20,30,237 | 3,35,31,42,436 |
| Direct Expenses | 81,28,266 | 5,19,69,842 | 12,30,60,348 | 36,23,10,191 | 65,51,56,835 | 1,20,06,25,481 |
| Gross Profit | 1,41,75,110 | 9,27,31,670 | 22,21,01,115 | 64,66,35,658 | 1,17,68,73,402 | 2,15,25,16,955 |
| Gross Profit % to sales | 64% | 64% | 64% | 64% | 64% | 64% |
| Indirect Costs | 1,30,02,600 | 6,33,09,292 | 14,45,13,994 | 41,12,55,523 | 74,19,64,821 | 1,37,40,46,231 |
| Employee Cost | 41,00,000 | 1,29,36,000 | 1,83,96,840 | 2,48,84,376 | 3,23,97,605 | 9,27,14,821 |
| Other Expenses | 4,46,068 | 28,94,030 | 51,77,422 | 1,51,34,188 | 1,83,20,302 | 4,19,72,010 |
| Sub-total | 1,75,48,668 | 7,91,39,322 | 16,80,88,256 | 45,12,74,087 | 79,26,82,728 | 1,50,87,33,061 |
| EBITDA | -33,73,558 | 1,35,92,348 | 5,40,12,858 | 19,53,61,572 | 38,41,90,674 | 64,37,83,894 |
| EBITDA % | -15% | 9% | 16% | 19% | 21% | 19% |
| Depreciation & Amortisation | 14,75,000 | 14,21,250 | 13,79,563 | 13,47,328 | 13,22,489 | 69,45,630 |
| Interest & Bank Charges | - | - | - | - | - | |
| Profit Before Tax (PBT) | -48,48,558 | 1,21,71,098 | 5,26,33,296 | 19,40,14,244 | 38,28,68,185 | 63,68,38,264 |
| PBT % | -22% | 8% | 15% | 19% | 21% | 19% |
| Provision for Tax | - | 30,42,774 | 1,31,58,324 | 4,85,03,561 | 9,57,17,046 | 16,04,21,706 |
| PAT | -48,48,558 | 91,28,323 | 3,94,74,972 | 14,55,10,683 | 28,71,51,139 | 47,64,16,559 |
| PAT % | -21.74% | 6.31% | 11.44% | 14.42% | 15.67% | 14.21% |

*“If you can’t measure it,
You can’t manage it”*

Peter Drucker



Thank you

V R Rajesh- | Chief Revenue Officer
+91-9485883388 | rajesh@cluix.in

Proudly made in India for solving the global challenges