



Clean Drinking Water for Rural Communities

► The Problem & Market Opportunity



4.9 Million

People in Bangladesh do not have access to water

&

39.9 Million

People are in need of safe drinking water

The Solution

PURE WATER™

Clean drinking water in a jar for consumption at an affordable price, produced in a energy efficient way. Community based Micro Production Centre's are being created to deliver safe drinking water in needy communities.



The Product

Pure Water has 5 different sizes of water container that are commercially sold at and distributed from Pure Water Water Distribution Centers.



10 Litre

5 Litre

1 Litre

500 ml

250 ml

Business Model



10,000

Litres

is our daily production rate. Each production center (PC) can produce up to 15,000 litres of water.

1,20,000

BDT

Expected monthly revenue generated from each production center

15%

Fee

Production Center Operators/Franchises pay back 15% of their sales revenue

Team



Nazia Shafique
Co-founder & CEO

Nazia has 12 years of experience in managing WASH portfolios as a investment manager



Rahat Hossain
Co-founder & CTO

Rahat has 7+ years in designing water technology solutions in Uganda and Egypt



Khaled Abdullah
Senior Project Manager

Khaled has 5+ years of experience in project management in FMCG industry

Revenue Structure

	10 Litre Jar	5 Litre Jar	1 Litre Jar	500 ml Jar	250 ml Jar
Production Cost	30 BDT	20 BDT	12 BDT	8 BDT	3 BDT
Selling Price	50 BDT	30 BDT	15 BDT	10 BDT	5 BDT
Margin	20 BDT	10 BDT	3 BDT	2 BDT	2 BDT

Traction



In the last 12 months of operation, we have establish 8 production centers in Rajshahi, Sylhet and Rangpur



Produced 100,000 Litres of water

Generated 500,000 BDT in revenue



Employed 124 youths in the production facilities from the locality

2022

Jan - Jun

- > Establish 10 new Production centers in northern region of Bangladesh.
- > 2000 Jar Sales

Jul - Dec

- > Cover 40% villages of Bangladesh with access to Pure Water
- > 8000 Jar Sales

2023

Jan - Jun

- > Enter Indian market
- > Establish 25 new production centers
- > Raise 1 Million USD

Jul - Dec

- > Establish 10 production centers in India
- > 30000 Jar Sales



Call to Action



MAKING WATER PART OF OUR LIFE

If your community needs access to safe drinking water or if you want to finance one PURE Water plant, please drop us a line

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