



A UNIQUE TECHNOLOGY-ENABLED
WATER SERVICES SOLUTION TO ADDRESS THE
SAFE WATER CRISIS

INDIA'S BLEAK WATER FUTURE!

19% of the world's people

without access to safe water live in India

40%

of the population will not have access to clean drinking water by 2030

21

Cities will run out of groundwater in 2020

120

Among 122 countries in the ranking of Water Quality Index

163 M

out of total 1.3 billion people lack access to clean water

600 M

face acute water shortages

21%

communicable diseases are linked to unsafe water

500+

children die every day from diarrhoea alone

60% PLASTIC WASTE

entering the oceans comes from just 5 countries, including four in the region: **China, Indonesia, Philippines, Thailand and Vietnam**



Indonesia, Vietnam, and the Philippines dispose between 2.5 and 5 million tons of plastic



9+ million people die each year from diseases related to waste pollutants



Low Recycling Rates: Only 9% of all plastic is recycled, while 79% heads straight to landfills. Another 12% is incinerated.



Huge Imports: In the last quarter of 2018, the UK alone exported nearly 18,000 tons of plastic waste to Malaysia

JANAJAL IS SOLVING THE SAFE WATER PROBLEM

2013 - 2015

- Began operations in 2013
- Sold ~450 water ATMs under CSR programs; gained valuable execution experience in the initial years along with dynamics of various operating environments
- Evangelised the water ATM concept in India with various government bodies and ministries to secure validation for implementation

Mid/Late 2016

- Pursued and secured contract from **IRCTC** (Indian Railways) for **39** ATMs

Late 2015

- Installed first water ATM at **Assi Ghat, Varanasi** in PM Modi's constituency. Total contract to install 84 along the banks of river Ganges
- Realised the need for **technology** to manage the water ATMs to scale.
- Initially sourced controllers from **third party vendors**

Mid/Late 2017

- Further secured a contract from **IRCTC** for **62** more ATMs
- Began development of **Water on Wheels (WOW)** to facilitate mobility of unpackaged water

Early 2017

- Secured FDI from **Tricolor Cleantech Capital, USA,** and **Aileron Project, HK**

2020

- Launched **Ohiya**, Water Pod for domestic use
- Embarked upon asset-light scale model through use of unified tech platform and deployment of WOW across SE Asia and Africa through aggregation of existing water treatment infrastructure

2019

- Launched **Ohiya**, Water Station for indoor environments in March
- Achieved successful results of pilot of **Water-on-Wheels (WOW)**

2018/2019

- Developed own **IP on IoT controllers, cloud based IT platform and WOW** to increase accessibility
- All IP and Trademarks have been filed, few approved and others in process

2021

- JanaJal WOW selected by the Indian Govt. for implementation of \$50 BN drinking water scheme by 2024 under Jal Jeevan Mission
- Further expansion of services in ASEAN, MENA and Africa through asset-light model



2017-2020 Revenues - USD3.5m
100m+ liters dispensed

PROVEN 'HOME TO WORK' COVERAGE MODEL FOR SAFE WATER DISTRIBUTION



Public Water ATMs

- **Community Water ATMs** for urban & rural areas, for easy access to safe water
- Capacity upto **15,000 liters** per day
- **Real-time pH & TDS** level monitoring
- Compatible with **digital wallets, RFID cards** and **customization with global currencies possible**
- **Over 700 systems installed**



WOW (Water on Wheels)*

- Custom **Electric Vehicles (EVs)** and **Clean Fuel** powered (CNG) for **last metre connectivity**
- **World's first Uber model for safe water**, enabling delivery of safe water to doorstep of households
- **Mobile app integration** for e-payments & delivery
- Tank Storage capacity **~600 liters**
- **Patent protected**



OHIYA Alkaline Pod & Water Station

- **Alkaline water** on site for indoor environments such as **homes, corporate offices, schools, hospitals**, etc.
- Custom owned IP offering enhanced safe water, **quality and quantity monitoring**
- Deployed under both; procurement and SaaS model.



THE JANA JAL WOW OPPORTUNITY



Left: Electric Vehicle

Right: CNG-powered vehicle

- Focused on positioning JJSUITE tech platform as a solution to the viability problem faced by the water sector globally for decades. **Expanded operating platform of WOW across both Electric Vehicle and CNG (Clean Fuel centric) variants.**
- **India's 2 leading automobile companies are on-board for manufacturing, local commissioning, service, spares across India.** Prototype ready.
- Signed MOU for **taking under management 285 existing WATMs** in Delhi, Odisha and Karnataka with plan to **commission up to 1500 WOWs.**
- Active dialogue with **Government of Delhi for implementation of upto 20,000 JanaJal WOWs** through 2024 to replace all manual water trolleys.
- Project in Eluru, Andhra Pradesh for **taking under management 84 existing WATMs** and **commission up to 450 WOWs** . Already announced by local administration.
- **Commission 25 WOWs in Pune.** Target 200 by June 2021.

STRONG PIPELINE

20,000+ JanaJal WOWs in the next 3 years.

JANAJAL WOW APPROVED BY GOVT OF INDIA CREATING \$50BN MARKET OPPORTUNITY



Bajaj Auto supports JanaJal WOW approved by Ministry of Jal Shakti for Last-mile delivery of Safe Water under Jal Jeevan Mission

New Delhi : JanaJal WOW (Water on Wheels), an IoT-based proprietary technology solution three-wheeler developed by Noida-based JanaJal to deliver safe drinking water to the doorsteps of households, has been approved by the Ministry of Jal Shakti as one of five technologies to deliver the \$50 Billion drinking water scheme under the National Jal Jeevan Mission. JanaJal WOW has been recommended to all State Governments and Union Territories to accelerate their respective "Har Ghar Jal" targets.

The Union Budget 2021-22 has recently announced Jal Jeevan Mission (Urban) to bring safe water to 2.86 crore households through tap connection through an outlay of Rs 2.87 lakh crores over next 5 years highlighting importance of safe water delivery at each home.

Said Dr. Parag Agarwal, Founder & CEO of JanaJal "We are delighted and honored that JanaJal WOW (Water on Wheels) has been recognized and recommended by the Ministry of Jal Shakti as an innovative field-level solution for deliv-



ery of safe water to the masses as part of the Jal Jeevan Mission. It is a unique innovation that provides for the much-desired mobility for the last-metre delivery of safe water upto the doorstep of households.

Further, we feel honoured that Bajaj Auto, a world leader in three wheelers has extended complete support to the vision and mission of Safe Water for All by working inclusively with our team. We now feel confident of being able to roll out thousands of JanaJal WOWs in India over the next couple of years."

He added: "JanaJal WOW is a completely tech-

managed, GPS-monitored, battery-operated, secure three-wheeler with zero carbon emissions.

It mitigates the need for increased accessibility and reach by creating a 'hub and spoke' delivery model deep inside communities. We look forward to playing a crucial role in the 'Har Ghar Jal' mission of the Indian Government that aims to make safe drinking water available to every household by 2024. The widespread adoption of JanaJal WOW would also support the Government's push to popularize the use of clean fuels in India and reduce our dependence on fossil fuels."

Mr. Samardeep Subandh, President Intracity Business, Bajaj Auto Ltd. said, "Bajaj Auto is keen to support the JanaJal WOW initiative that resonates with nation building and is in line with the contribution of the Company over 75 years. Our CNG operated maxima cargo variant will deliver safe drinking water to the doorstep of households. We will support JanaJal WOW to reach masses and work together towards "Har Ghar Jal Mission". The JanaJal WOW has a water tank capacity of 600 litres. It is intended to deliver upto 2500 litres of safe water to people's homes every day.



Strategic OEM Partners



STRONG PIPELINE 20,000+ JanaJal WOWs in the next 3 years.



Science, Technology and Innovation in India
@PrinSciAdvOff

Technology Committee of Jal Jeevan mission chaired by @PrinSciAdvGol approved a simple but effective #IoT based #technology to provide #water where water pipes are not yet available: JanaJal WOW (Water on Wheels)

#HarGharJal #SDG6 #Cleanwater

Read more: bit.ly/37dnZoZ



Official Tweet by Indian
Government – Feb 2021

THE FUTURE IS WOW



JanaJal WOW

Custom built, fully tech managed and operated Electric Vehicle for last-mile delivery of safe water. Every WOW is operated by social entrepreneurs who deliver up to 2000 litres per day to the doorstep of households

<5%

Cost of
Packaged
Water

<1%

Near zero
carbon
emissions

~500

Tank capacity
Can do 3
rounds daily

Assumptions:

**Capacity: ~ 600 Liters/WOW daily volume:
Minimum 1800 Liters/day**

Unit Economics/ per WOW (USD)	
Water on Wheels	WOW
Capex	\$6000
Monthly Revenue	\$750
Operating Cost	\$300
EBITDA	\$450
Breakeven months	8-10
5 year IRR	> 115%

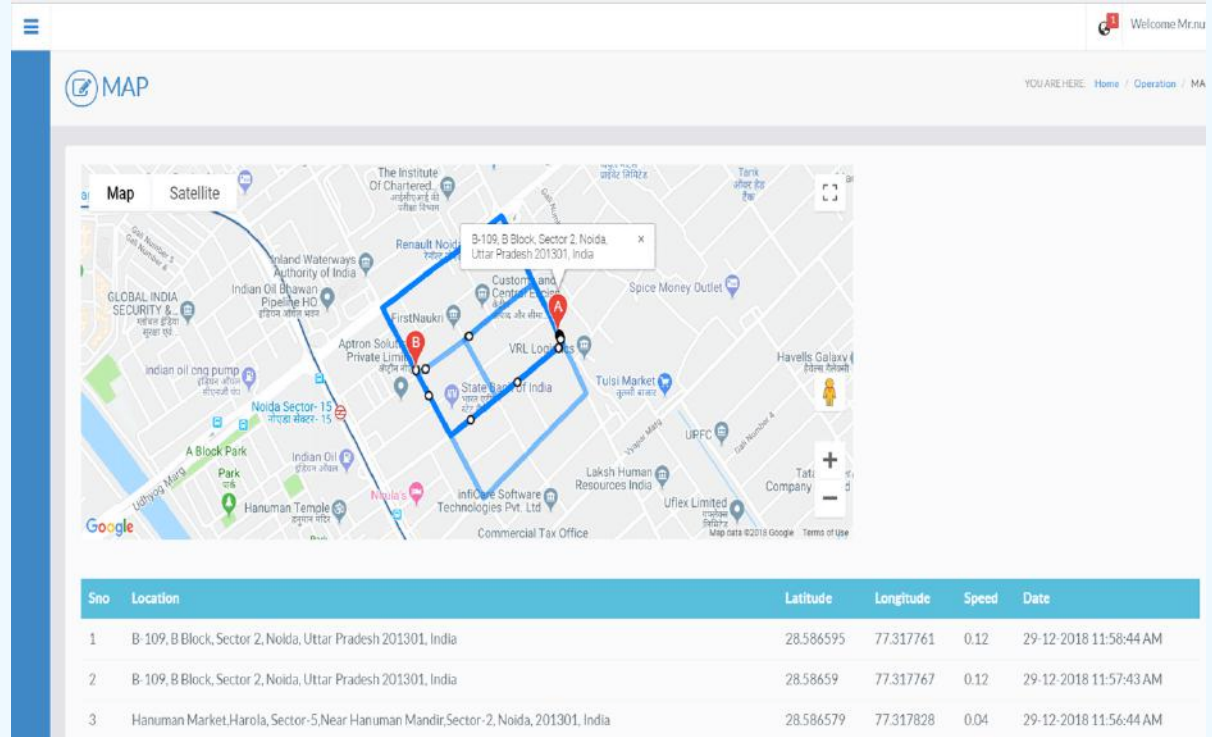
THE UBER FOR SAFE WATER



Designed Patent Registered

INNOVATION THAT IS WOW

- Custom built CNG or Electric Vehicle (EV) to build India's first Potable Water on Demand service to create the first 'Uber for Safe Water'.
- All WATMs and WOWs monitored in real-time through GPS, quality monitoring sensors, IoT devices connected to cloud.
- Only cashless transacting with 24/7 support on execution and maintenance.
- Capacity 600 litres with mobility range of approx. 60 kms every single charge. Minimum 4 round trips per day serving 100 households.
- Proven operating model through pilot program.



JanaJal WOW - A GAME CHANGER DURING COVID-19



New Delhi 2020

- Deployed during the lockdown to deliver safe water to thousands of stranded migrant workers in New Delhi
- In association with Indian Railways, IRCTC and State Government of Delhi.
- All JanaJal WOWs monitored in **real-time** through GPS, quality monitoring sensors, IoT devices connected to cloud through GPRS/Wi Fi.
- Making Safe Water “**SAFER**” through “**NO-TOUCH**”
- **Proven operating model and metrics.**

TECHNOLOGY THAT IMPACTS

TECHNOLOGY IS THE KEY ENABLER IN JANAJAL WOW'S SERVICES-LED APPROACH

Robust unified IT platform is recognized as the only effective means to manage the water infrastructure in India



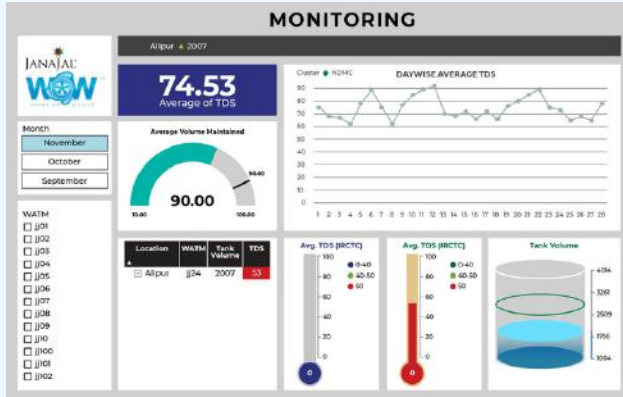
JANAJAL HAS APPLIED FOR THE FOLLOWING PATENT IN INDIA, SINGAPORE, MALAYSIA & INDONESIA

IoT technology / Sensors for use in Water ATMs to enable remote monitoring of quality and quantity of water

**JanaJal WOW– A custom design of Electric Vehicle for safe water delivery
DESIGN PATENT REGISTERED**


IoT Controllers Connected to Unified Tech-Platform For Real-Time Monitoring, Supervision and Control

- IoT controllers an IP owned by JanaJal
- We promote social entrepreneurship through own & operate model for JanaJal **WOWs**
- We maintain transparency through our “zero-leakage” CSR model
- We build strong operating networks with interconnected partnerships
- Integration, Aggregation and Collaboration keystone of our business approach



PROVEN REVENUE & OPERATING MODEL



	2017	2018		2019	2020	2021E
# WATMS systems	468	623		727	727	727
# WOWs						250
# Employees	113	164		62	54	75
			PIVOT TO ASSET-LIGHT BIZ MODEL			
Revenues	\$349,016	\$1,121,957		\$331,859	\$291,331	\$2,124,000
Expenses	\$1,027,119	\$1,949,534	LOWER CAPEX SCALEABLE TECH ENABLED	\$1,233,439	\$523,433	\$1,380,600
EBITDA	\$(678,103)	\$(827,577)		\$(901,580)	\$(232,102)	\$743,400

- Lifetime revenue of \$2.4m
- Pivot to asset-light, services and distribution model in 2019 focused on JanaJal WOW roll out

Current Business Model: \$1 of Capex generates \$1 of ARR

WIN-WIN IMPACT DRIVEN BUSINESS MODEL

# WOWs	100	250	500	1000
Daily Liters/WOW	1,800	1,800	1,800	1,800
Total Liters per month	5,400,000	13,500,000	27,000,000	54,000,000
Annual Liters dispensed	64,800,000	162,000,000	324,000,000	648,000,000
Revenue per Liter (INR)	1.00	1.00	1.00	1.00
Annual Revenues (INR)	64,800,000	162,000,000	324,000,000	648,000,000
Annual Revenues (USD)	\$864,000	\$2,160,000	\$4,320,000	\$8,640,000
Social Entrepreneurs created	100	250	500	1000
# Plastic bottles eliminated annually	64,800,000	162,000,000	324,000,000	648,000,000

1000 JANA JAL WOWS = \$9M IN REVENUES + 1000 JOBS + ELIMINATE 650M PLASTIC BOTTLES ANNUALLY

INVESTMENT OPPORTUNITY

- Amount: \$2.5m USD via Convertible Note Structure
- Use of Proceeds: Launch of 250 JanaJal WOW POC
- Milestones:
 - ARR \$2m
 - 150m liters dispensed
 - 250+ social entrepreneurs created
- Valuation: \$30m valuation cap; 10% discount < \$30m
- Next Raise: Series A, > \$10m USD in 2022

THANK YOU!

www.janajal.com

#SAFEWATERFORALL

TRACES OF COVID-19 FOUND IN UNTREATED WATER

Safe water essential to fight the pandemic

'Minuscule traces' of coronavirus found in non-potable Paris water

Issued on: 21/04/2020 - 10:58 Modified: 21/04/2020 - 10:58

COVID-19 will not be stopped without providing safe water to people living in vulnerability - UN experts

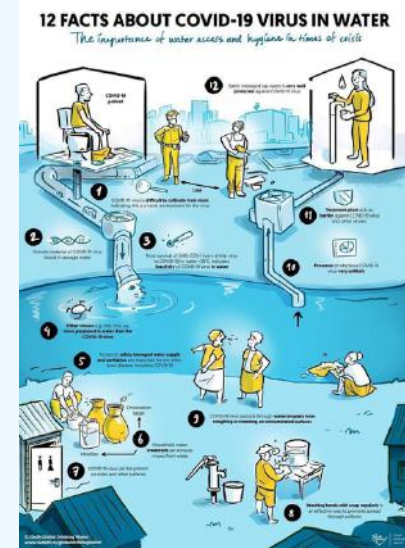
GENEVA (23 March 2020) - As washing hands with soap and clean water is vital in the fight against COVID-19, governments worldwide must provide continuous access to sufficient water to their populations living in the most vulnerable conditions, UN experts* said.

"The global struggle against the pandemic has little chance to succeed if personal hygiene, the main measure to prevent contagion, is unavailable to the 2.2 billion persons who have no access to safe water services," the experts said.

"We call on governments to immediately prohibit water cuts to those who cannot pay water bills. It is also essential that they provide water free of cost for the duration of the crisis to people in poverty and those affected by the upcoming economic hardship. Public and private service providers must be enforced to comply with these fundamental measures.

"For the most privileged, washing hands with soap and clean water - the main defence against the virus - is a simple gesture. But for some groups around the world it is a luxury they cannot afford."

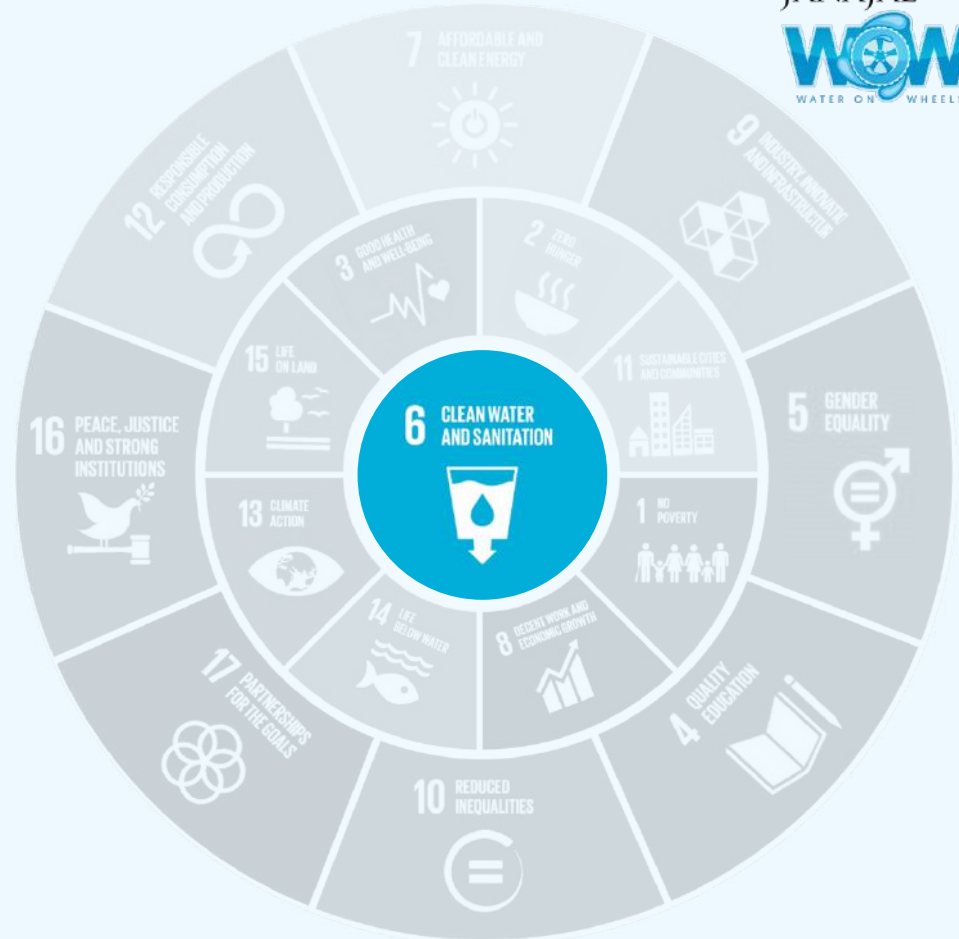
The UN experts welcomed the measures announced by some governments to mitigate the impact of the loss of jobs likely to result from the pandemic and called for policies to ensure the continuous access to water and sanitation.



JanaJal is uniquely poised to contribute towards the **SDG #6 of United Nations**

Water directly impacts 9 out of 17 SDGs

We believe that management of existing water infrastructure is critical to boosting **economic growth, food security, trade & health index**



SOCIAL IMPACT



Safe drinking water available at low affordable cost (price of safe water being as low as 10% of bottled water)



Job creation through Skill Development



Vocational Training and Upskilling under certification



Social Entrepreneurship



Women Empowerment



Increased education for children due to higher attendance in school



Improved health and wellness by eliminating water-borne diseases



Higher economic productivity due to better health



Eliminating single-use plastic from environment



Water conservation through use of efficient water treatment technologies for purifying water

ENVIRONMENTAL IMPACT



Eliminated 20+ Million single-use plastic containers till date by encouraging customers to carry their own bottles and containers



High capacity utilisation.
Can deliver upto 1500 litres per day.
Tank capacity of 500 Litres. Can do 3 rounds daily



Integration of clean mobility technology like EV (Electric Vehicle) or CNG (Compressed Natural Gas)



Reject water from water ATMs recycled and utilized for **flushing in toilets, pot washing and gardening**, wherever possible



Sustainability through **Water conservation, protection of the environment, use of clean fuel powered mobility platforms and social sensitization**

TECHNOLOGICAL IMPACT



Proprietary IP in the form of IoT controllers and sensors connected to secure cloud servers for **real-time access** to **qualitative** and **quantitative data**



Pioneered Digital Transformation in the social sector with integration of **collaborative technologies** and **data**



200% year-on-year increase in the number of **people transacting** through **e-wallets**



Pioneered the use of **Electric Vehicles** and developed proprietary IP in **JanaJal WOW** (Water on Wheels) built on 2 variants, battery operated and CNG powered.

AWARDS

GLOBALLY ACCLAIMED BRAND

- Vanguard Member, Million Lives Club
- Top 500 Global Tech Start-ups, Slingshot 2020, Singapore
- JanaJal WOW selected as one of 5 technologies by Jal Jeevan Mission, Ministry of Jal Shakti, Government of India to implement USD 50 Billion drinking water scheme
- Best Automated Water Distribution Solutions Provider - South Asia
- Brand of the Year' by Corporate Communications Awards, 2020
- Global Corporate Sustainability Award in the Emerging Markets category in Taiwan, 2019
- Flourish Prize 2019, Fowler Center, USA for contribution to SDG #6, UN & Business as an Agent of World Benefit & AIM2Flourish, IIT, Mumbai
- Times Network Strategy Award, 2019
- Business Excellence and Innovative Best Practices- Academia Award from NDIM, 2019
- Ranked 3rd. Young Lions for Marketing after ITC & Nestle, 2019
- Best CSR of the Year, TAVF, 2018
- Tech Icon, Safaigiri Awards by India Today, 2018
- Babasaheb National Award, 2019
- Featured in the annual publication of NASSCOM Social Innovation Forum as "Ideas that Impact", 2018
- Extraordinaire Brand by Consumers & Industry, 2018
- Delhi Water Leadership Award, 2017
- Top 20 Emerging Social Enterprises, Shared Value Initiative, 2017
- Socrates Almanac, European Business Assembly, Oxford, UK, 2017
- India's Greatest Brand & Leaders, Asia One & PWC, 2017
- Asia Pacific Entrepreneurship Award, Social Enterprises, 2017
- Outstanding Community Water Plants - Jaldaan, 2017
- Innovation of the Year, 2016
- Best Community Programme Leadership, 2016
- Best Entrepreneur of the Year, 2016
- National Responsible Business Award for Environment Sustainability, 2015



FLOURISH PRIZE HONOREE

FOR BUSINESS AS AN AGENT OF WORLD BENEFIT



MANAGEMENT TEAM



Dr. Parag Agarwal, Founder & CEO

Renowned technology evangelist, Parag's 30 years of intense global work experience and execution on ground hinged on worldwide collaborations with various technology-based companies to implement customized solutions in India. Since 2010, his work included implementation of technology agnostic solutions in Integrated Water and Waste Management, Drinking Water & Sanitation. Previously he has several successful exits in the Agri-logistics, chain supply and infrastructure sector. Parag has received global acclaim for Social Entrepreneurship and Sustainability through use of innovative technologies. He was recently conferred an Honorary Doctorate for Social Work by the American National University.



Praveen Kumar, Jt. Managing Director

With 35 years of rich & versatile experience in Telecommunications, Pharma, Academics, Agri-Logistics and Water Management at senior management positions, Praveen is an MBA graduate from IMT. He was actively engaged with the Ministry of Telecommunications in development and implementation of Billing & MIS System for more than 1000 exchanges all over India in the early 90s. His deep understanding of water treatment and purification technologies, along with his project execution capability, is the keystone of JanaJal's success.



Anurag Agarwal, Co-Founder

Anurag has over 20 years of diverse experience in operating, advisory and investing roles as a social entrepreneur, investment banker, private equity investor, Board member and academic professor. Anurag has been a lecturer at Boston University's Graduate School of Business teaching Entrepreneurship for over 10 years and served on several corporate and social enterprise Boards as a thought leader and investor. He is deeply passionate to solve social problems using technology, entrepreneurship and business to innovate philanthropy and educational systems. Anurag is responsible for the finance and strategy at JanaJal. Anurag earned a MBA in Finance and Entrepreneurship from Boston University and a Bachelors in Mechanical Engineering from Pune University, India.



Anuradha Agarwal, Head - Brand Communications

Anuradha brings strategic administration, communication and creative capabilities to the management team. Her skill sets help stitch together inclusive brand engagement programs that engage audiences and drive business growth. Having completed her M.Sc. in Communications and Entrepreneurship from The University of Nottingham UK, she is extremely passionate about the cause of safe water, has strong understanding and exposure to national and global markets.

Recognised as one of India's top 3 marketers and advertisers under 30, three times in a row (Young Lions 2018 & 2019 and Young Spikes 2018), she embraces challenges with a long term value generative approach.

INEVSTOR / ADVISORS



Lt. Gen. Sudhir Sharma, Head - Global Strategy

A distinguished 3 star veteran, Gen Sharma retired from the Indian Army as QMG (Quarter Master General). He has vast experience logistics and supply chain management and is a highly decorated officer for distinguished service and gallantry. Gen Sharma has been associated with JanaJal since inception and besides being an early investor is also the Advisor on Global Strategy to the enterprise.



Doug Vaughn, Strategic Advisor

Doug Vaughn serves as Strategic Advisor to our company. He brings significant operational, financial and strategic experience to our team. He is the founder and managing member of Tricolor Cleantech Capital, LLC, an investor in JanaJal. Mr. Vaughn has served in various senior management positions in the United States, Europe and Asia for publicly traded multinational companies as well as smaller, privately held businesses.



Gaurav Malhotra, Advisor

Gaurav is currently the CEO of an asset management company in Singapore and is responsible for managing institutional client relationships in Asia-Pacific, North America and Europe. He is an experienced professional and has spent close to 20 years in the financial services industry, working for global financial institutions in US, India, Canada and Singapore. At JanaJal, Gaurav has been instrumental in the company's international expansion and fund raising activities.



Rishi Nangalia, Advisor

Based in the US, Rishi earned an M.B.A in Finance and Entrepreneurship from Columbia Business School & an M.S. in Real Estate Development from Columbia University. Rishi has been instrumental in advising the company during its expansion plans and development of its technology platform including business transition and transformation.



Niharika Sharma, Director

Rika is the Managing Director for Singapore and ASEAN for Digitas. Recently named Asia's Women Leader by CMO Asia in 2019, Rika was one amongst 30 influential women in APAC recognised for extraordinary contribution in their field. Rika brings strategic guidance to the company's activities on its digital marketing plans and brand positioning besides helping to build custom social inclusion programs for implementation across various countries in ASEAN and the world.



John Replogle, Advisor

John is a Founding Partner of One Better Ventures and the former CEO of Seventh Generation Inc., a U.S.-based, consumer product company. John earned an MBA from Harvard University and is a global leader having led social impact driven companies like Burts Bees and currently Leesa Sleep. John was JanaJal's first outside investor and been an advisor and mentor to the founders. His passion for impact along with his expertise to build for profit impact driven companies, has helped shape JanJal's vision and business model.