

SEED ROUND • 2026

AquaPure Rural

Affordable clean drinking water ATMs for
villages

FOUNDERS

Kabir Rao • Meera
Iyer

RAISING

₹4 Cr seed

CONTACT

hello@yourstartup.in





02 | Agenda

01

Problem

02

Solution

03

Market

04

Business

05

Traction

06

Ask

01

PROBLEM



**Many villages still lack
reliable safe drinking
water.**

The problem



05 | The problem

01

Contamination

Groundwater often has high TDS or fluoride.

02

Cost

Bottled water is unaffordable daily.

03

Maintenance

Community plants break down and stay broken.

02

SOLUTION

07 | Our solution

Solar-powered water ATMs that sell purified water by the litre, maintained remotely.

Villagers tap a prepaid card for 20 litres at a low price. Sensors report water quality and faults, so technicians fix issues within a day.



Product screenshot



08 | How it works



Install

Solar purification kiosk



Purify

Multi-stage filtration



Dispense

Prepaid card, 20 L cans



Monitor

Remote quality and faults

03

MARKET



10 | Market opportunity

₹24,000 Cr

Total addressable market
(TAM)

₹6,500 Cr

Serviceable market (SAM)

₹420 Cr

Obtainable in 5 years (SOM)

Illustrative market sizing — replace with your own research.



11 | Competitive landscape

Today's options

- ✓ Untreated wells
- ✓ Bottled water
- ✓ Government plants

AquaPure Rural

- Pay per litre
- Remote monitoring
- Solar powered



12 | Business model

01

Water sales

Low price per litre

02

CSR partnerships

Funding for new kiosks

03

Maintenance contracts

For existing plants



13 | Go-to-market

Awareness

Content, creators and campus ambassadors

Trial

Free first month for new users

Paid

Monthly plans and partner bundles

Advocacy

Referral credits for every invite

04

TRACTION

15 | Traction

18,400

monthly active users

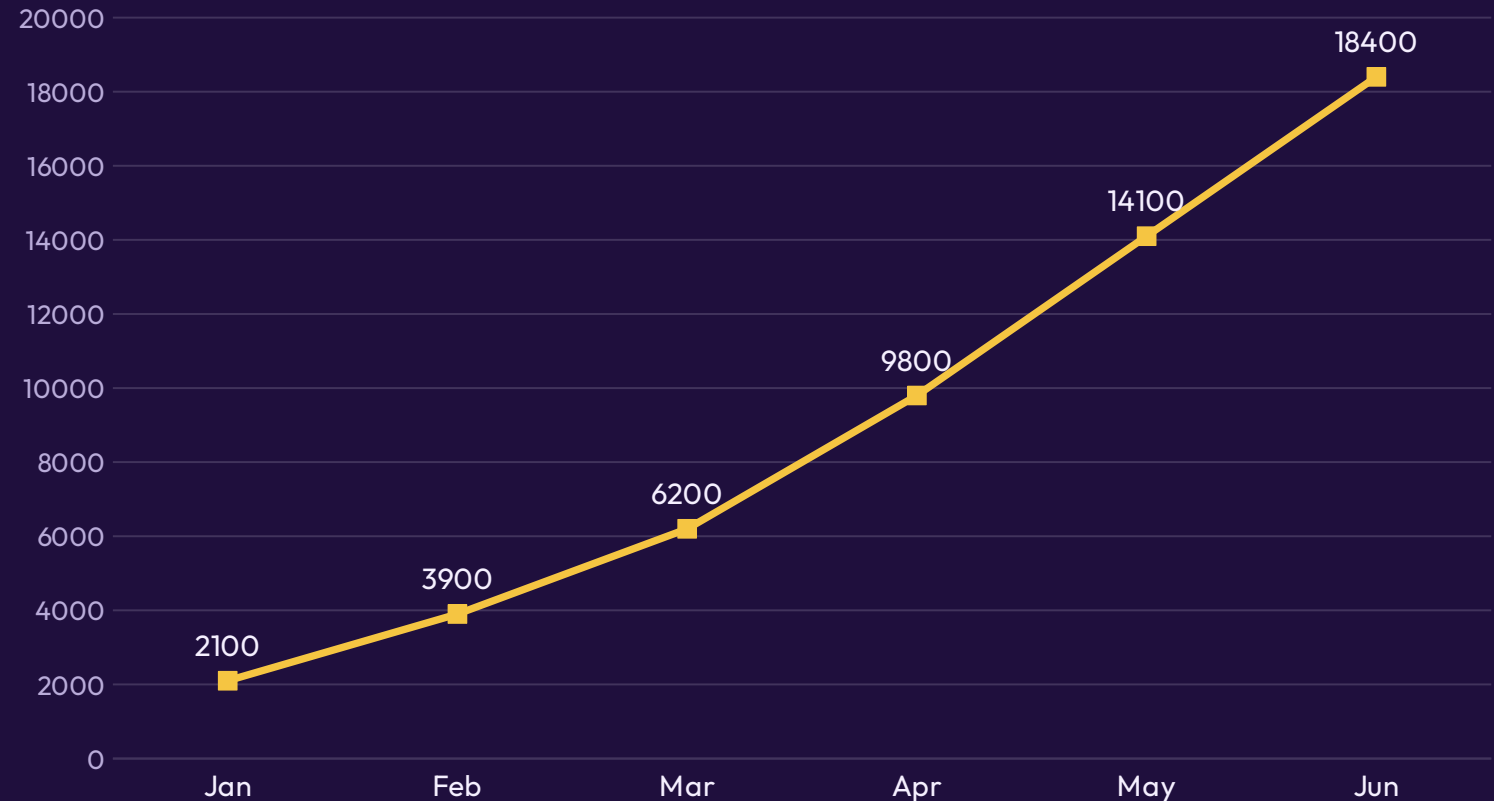
42%

month-3 retention

₹9.6 L

monthly recurring revenue

Sample data for illustration.





16 | Roadmap

Q1

Launch v2

New onboarding and
payments



Q2

Expand

Three new cities

Q3

Partnerships

Two distribution partners

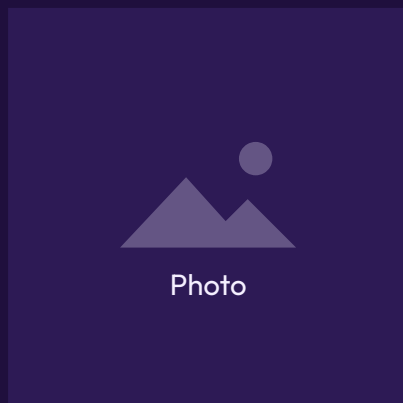
Q4

Scale

Break-even on unit
economics

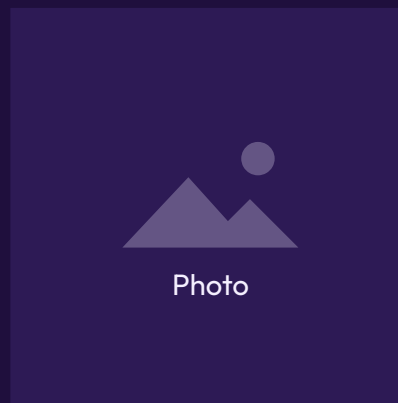


17 | The team



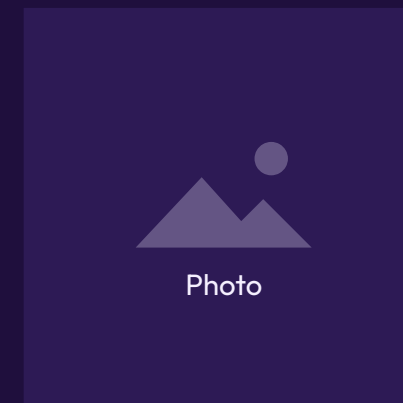
Kabir Rao
CEO

Ex-product lead at a fintech startup; 8 years building consumer apps.



Meera Iyer
CTO

Built data platforms serving millions of requests a day.

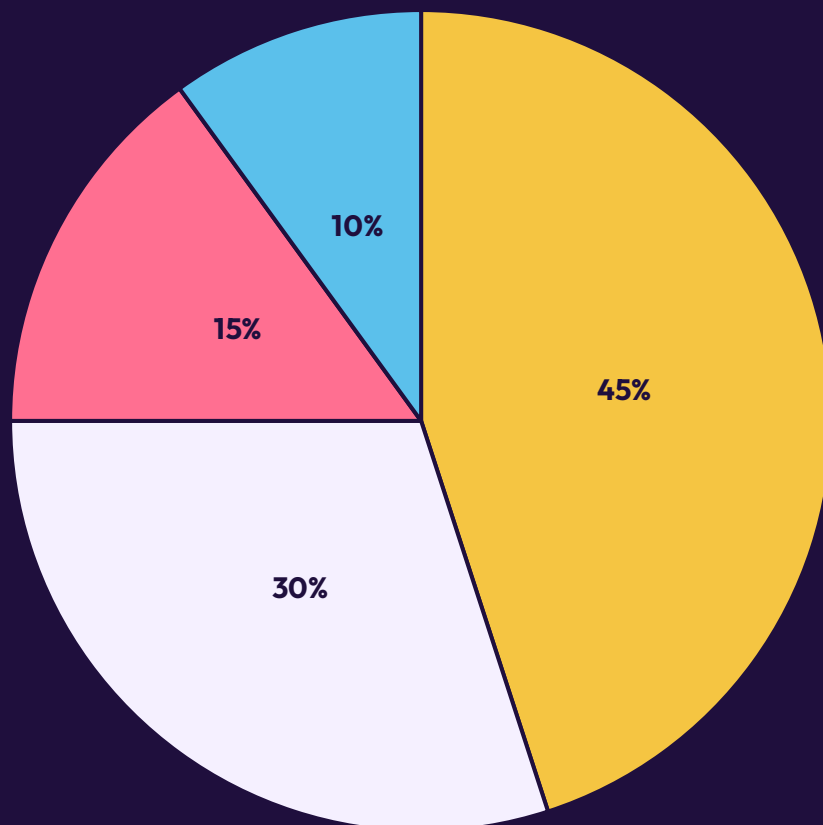


Arjun Nair
HEAD OF GROWTH

Scaled two D2C brands from zero to profitability.



18 | Use of funds



Sample data for illustration.



Portrait image

“

Safe water within walking distance for every village.

— Kabir Rao, Co-founder

Let's build this together

Raising ₹4 Cr to reach 1 lakh users in 18 months.

hello@yourstartup.in

+91 98765 43210

www.yourstartup.in