

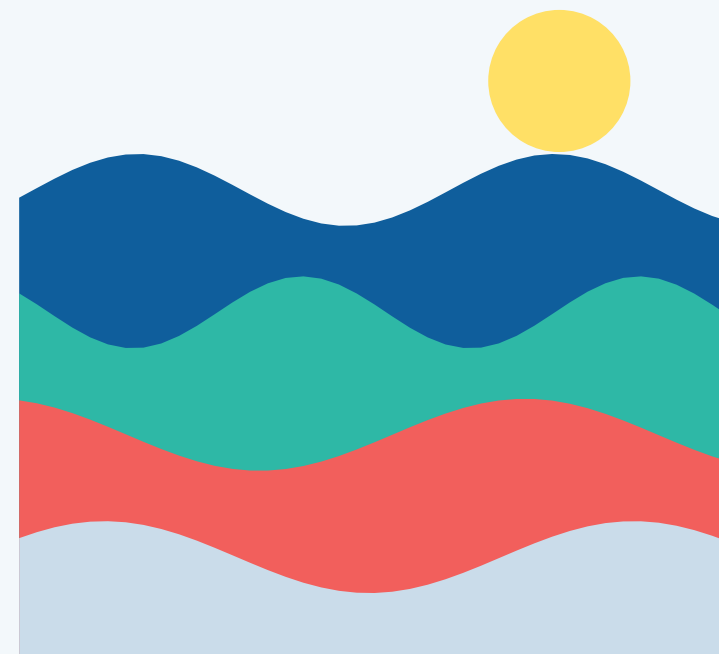
SEED ROUND · 2026

01

AquaPure Rural

Affordable clean drinking water ATMs for villages

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Agenda

- 01** Problem
- 02** Solution
- 03** Market
- 04** Business
- 05** Traction
- 06** Ask



01

PROBLEM

KEY IDEA

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

The problem

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.

Our solution



Product screenshot

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.

02

MARKET

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.

Competitive landscape

Today's options

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

AquaPure Rural

- Pay per litre
- Remote monitoring
- Solar powered

03

BUSINESS

Business model

01

Water sales

Low price per litre

02

CSR partnerships

Funding for new kiosks

03

Maintenance contracts

For existing plants

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

Traction

18,400

monthly active users

42%

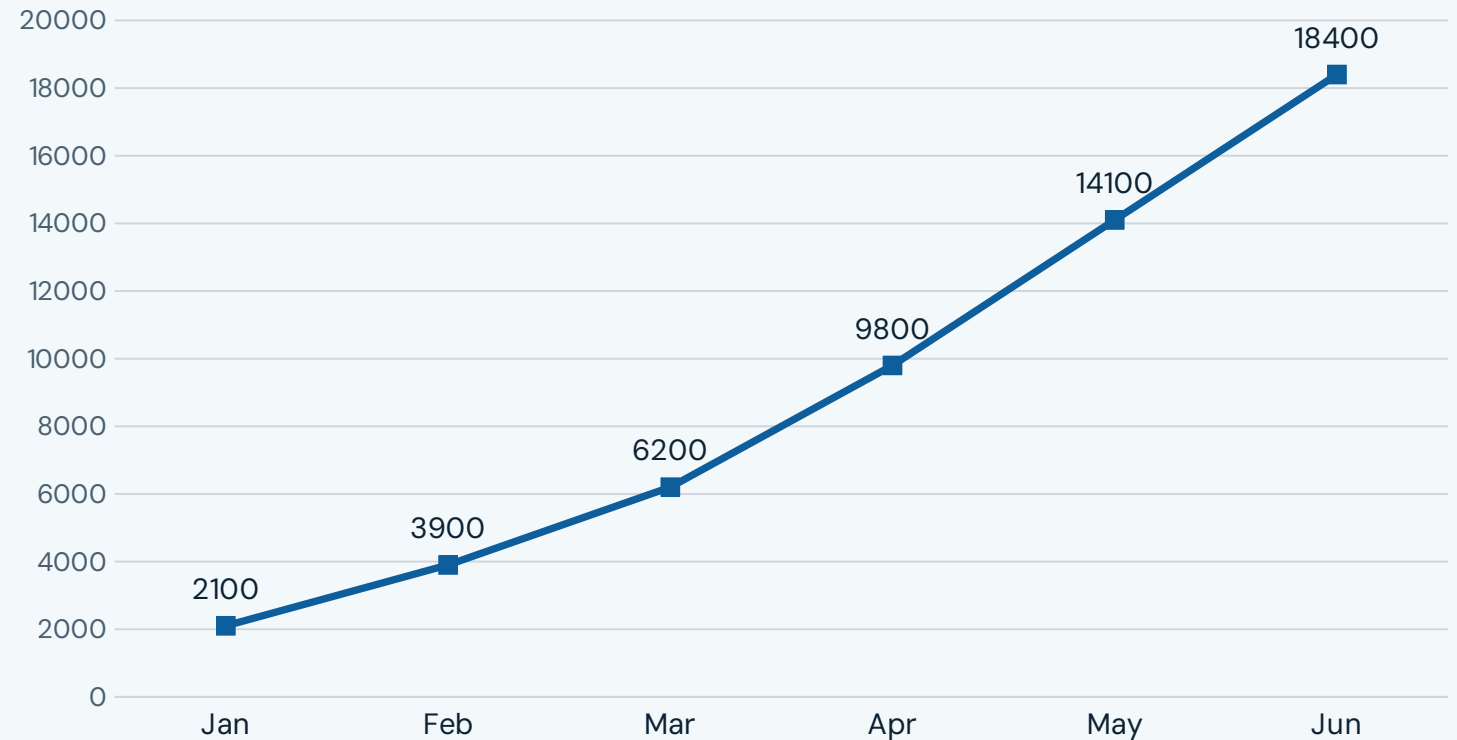
month-3 retention

₹9.6 L

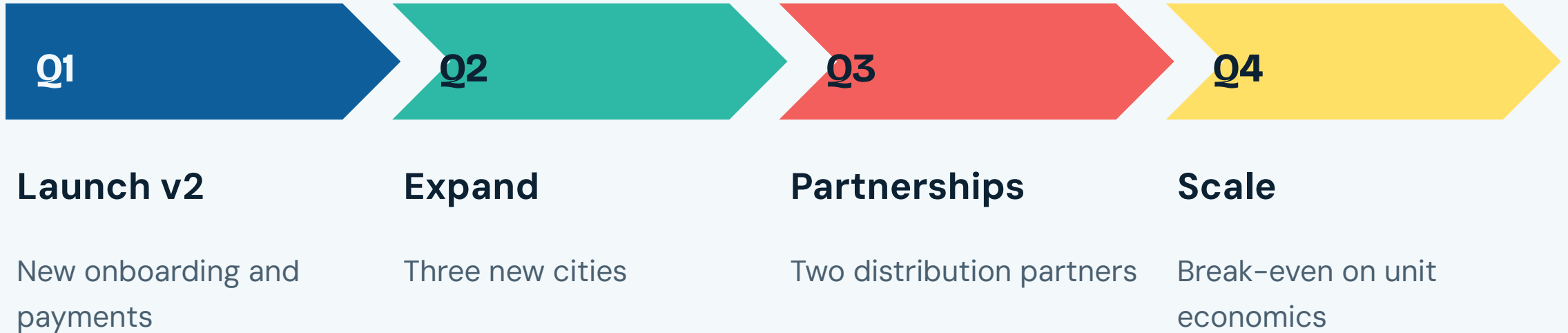
monthly recurring revenue

Sample data for illustration.

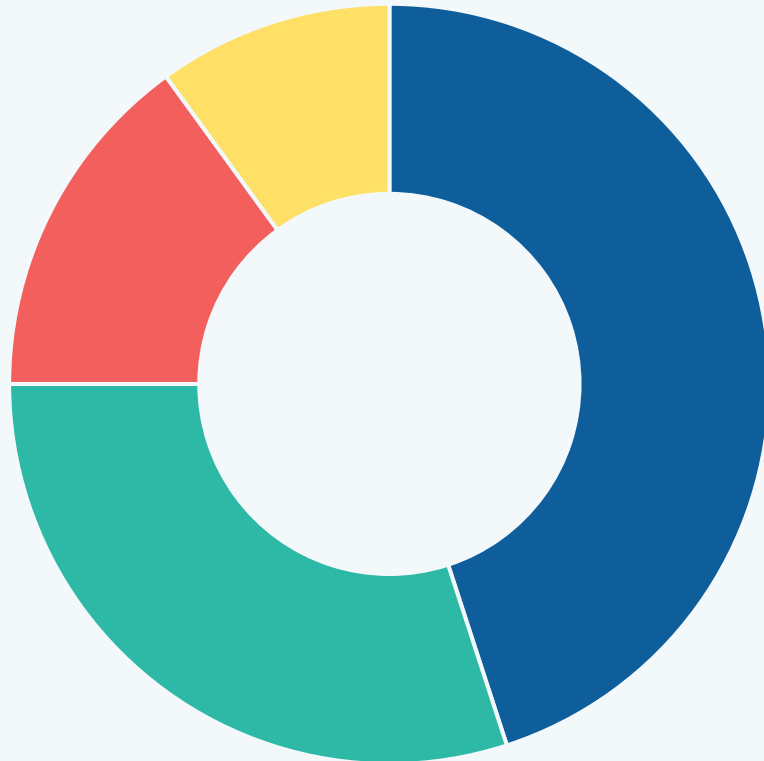
AQUAPURE RURAL



Roadmap



Use of funds



- **45%** Product & engineering
- **30%** Growth & marketing
- **15%** Operations
- **10%** Reserve

Sample data for illustration.



*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.

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