SAFE DRINKING WATER ATMs BUILDING
INDIA’S 1ST SAFE WATER SHARING ECONOMY

Actual site in Khora Colony, Ghaziabad India
INdian drinking water market overview

Total drinking water consumed in india

<table>
<thead>
<tr>
<th>Bottled Water</th>
<th>Unpackaged Water</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>High</td>
</tr>
<tr>
<td>Environment Impact</td>
<td>Negative</td>
</tr>
<tr>
<td>Scalable for Masses</td>
<td>No</td>
</tr>
</tbody>
</table>

- The Unpackaged Water market is 20x size of Packaged water market (est USD 50 Billion in 2018)
- Scalable solution that addresses consumer needs and concerns at the right price
- More suitable for public places and PPP, BOO Models
- Opportunity to expand into low priced packaged solutions

JANAJAL: COMMUNITY LEVEL HYBRID WATER ATMS PROVIDING SAFE WATER AT AN AFFORDABLE COST

ROBUST SYSTEMS
- Dispensing capacity of up to 15,000 liters/day per system
- Locally manufactured with 10 year useful life of asset

SMART SYSTEMS
- Dually operated on solar energy and electricity
- Online monitoring and display of PH & TDS level of water
- Remote management and diagnostics via cloud based platform

SUSTAINABLE BUSINESS MODEL
- Scalable Build - Own - Operate model
- Low cost of Rs 1 to Rs 5 per liter (75% - 90% less than bottled water)

HIGH SOCIAL IMPACT
- Eliminates use of plastic bottles; environmentally friendly
- Creates jobs and water entrepreneurs through innovative profit sharing model with operators
EFFICIENT HI-TECH SYSTEMS

- Globally Unique HYBRID WATER ATMs
- Dually operated on Solar energy and electricity
- Remote maintenance
- Gravel filter - for Suspended particles
- Silica filter for fine TSS in water
- Active Carbon filter for odor eradication
- Twin Sediment filter
- Dual Stage RO Filtration reducing water wastage to 30%
- Active Carbon and Mineralization System
- Online UV treatment
- Sanitization of containers before Dispensing
- Normal & Chilled water dispensing
- Unique patented “REALTIME” Monitoring software
- Remote supervision and control
- Supremus Aqua - UF Technology based water treatment system approved by Ministry of Drinking Water and Sanitation, New Delhi
- Online monitoring of TDS and PH while dispensing water
TARGET TO DISPENSE 1 BILLION LITERS BY 2018

TRACTION

1. 300+ systems installed to date with 65 million liters dispensed over past 3 years
   • Average volume of 2250/liters per day per system
   • Estimated reach to over 1 million people

2. Strong visibility for immediate rollout of 2000+ Water ATMs over next 3 years with potential to further scale

3. Target to have 500+ systems online by end of 2017

4. Won several awards, recognitions and accolades for innovative social impact driven business model
   • Social Entrepreneur of 2016
   • Best Community Water Plants Award 2016
   • Asia Pacific Entrepreneurship Award 2017

5. Technology validated by Ministry of Drinking Water & Sanitation and integral part of Prime Minister Modi’s Swachh Bharat (Clean India) mission

Technology validated by Ministry of Drinking Water & Sanitation and integral part of Prime Minister Modi’s Swachh Bharat (Clean India) mission
On track to install 95 water ATMs at the Mumbai cluster of Indian Railways by Sept 2017

Firm contract to install 33 Water ATMs + 150 WOW units in Ghaziabad Municipal Corporation. Expected launch date Dec 2017

Firm contract to install 74 Water ATMs in NDMC, New Delhi. Expected launch date Dec 2017

Network 18 awarded ‘Best Community Water Plants Award’ for “Nirmal Khora Village” a project based in Khora, Asia’s largest labour colony located in Ghaziabad. Project now being extended by launch of 10 WOWs by October 2017

Secured $5 million (Rs 33 Crores) funding commitment from Tricolor Cleantech Capital, USA in February 2017

- 3 year milestone based growth capital

1000 WATER ATMS WITH AVERAGE VOLUMES OF 1000 LITERS/DAY = 1 BILLION LITERS ANNUALLY

JanaJal Kiosk design approved by IRCTC
IRCTC & RAILWAYS – MUMBAI

1. IRCTC has awarded JanaJal a contract to install and operate 95+ Water ATMs on various railway platforms in Mumbai region
   • Exclusive 5+2 year term to be exclusive vendor of safe water.
   • Approved price of Rs. 5 per liter

2. Expected reach of 10 million commuters daily

3. Achieved dispensing volume of 700+ liters per day in week 1 of commissioning water ATMs
   • Total 95 Water ATMs to be commissioned by Sept 2017

4. Pipeline of over 800 Water ATMs

5. Considered as the most efficient partner of IRCTC and well placed to expand into a national footprint

TARGET TO DISPENSE 100 MILLION LITERS ANNUALLY IN 2018
JANAJAL MUMBAI RAILWAYS FOOTPRINT

- Largest footprint by any operator in India
- Strong unit economics and feasibility
- Assumptions:
  - No debt
  - Average volume of 700+ liters/day dispensed per Water ATM
  - Annual growth of 30% in volume
  - High CSR visibility and impact
  - Already catering to communities living around railway stations
- Plan to acquire 100-250 more stations in 2017

1000 WATER ATMS WITH AVERAGE VOLUMES OF 1000 LITERS/DAY = 1 BILLION LITERS ANNUALLY
ON-DEMAND SAFE WATER DELIVERY

• Custom WOW battery operated e-rickshaw with 500 liters secure tank for on-demand delivery.
• Integrated with mobile app for e-payments and orders
• 1:5 Ratio - 5 WOWs for every fixed JanaJal ATM
• Prototype ready
• Key benefits:
  ➢ Hub (ATM system) and Spoke (WOW) model
  ➢ Optimize capacity utilization of ATMs
  ➢ Increased revenues and profitability per ATM
  ➢ Build brand and penetration within communities
  ➢ Enabling “last metre” connectivity for delivery

PWOD – POTABLE WATER ON-DEMAND SERVICES
• Lack of drinking water no.1 risk faced by the world
• Providing Safe Drinking Water listed as no.1 activity on global CSR programs
• Presently all CSR spend being invested on building water infrastructure

• JanaJal building India’s biggest water sharing economy
• Social Enterprise: Impact + Scale
• 100% of CSR funds utilized in distribution of water credits to communities

• Target urban slums in Ghaziabad, Mumbai & Delhi
• Impact Assessment Report provided to CSR partners
• Win - Win for all stakeholders
TECHNOLOGY ENABLED BACKBONE

Aligned with vision & mission of Government of India

Addressing mass consumer base

Empowering de-centralize distribution model

Digital payments enabled with multiple options

Technology & Process driven backbone of operations
HIGHLY ACCLAIMED BRAND & BUSINESS PROCESSES

During the past 3 years JanaJal has been recognized for its effective business and operating model

Winner - National Responsible Business Award for Environment Sustainability, 2015
Winner - Innovation of the Year, 2016
Winner - Best Community Programme Leadership, 2016
Winner - Best Entrepreneur of the Year, 2016

Winner – EBA Socrates Award for Best Regional Enterprise & Manager, 2017
Winner - India’s Greatest Brands & Leaders, 2017
Winner - Asia Pacific Entrepreneurship Award, Social Enterprises, 2017
Winner - Outstanding Community Water Plants - Jaldaan, 2017
OUR CSR PARTNERS

MitKat
Mitigating Knowledge Age Threats

My Home India
An eternal bond of fraternity

UPICO
U.P. Industrial Consultants Ltd.

HARDICON

NDR
Redefining Warehousing

CWCNSL

Coca-Cola

Vedanta

The Hans Foundation

Hindustan Zinc

Rotary Mewar

WHITE SPACE OPPORTUNITY
SCALABLE IT ENABLED PLATFORM
HIGH SOCIAL IMPACT
ZERO LEAKAGE OF FUNDS
Core TEAM – OVER 150+ YEARS OF EXPERIENCE

LT. GEN SUDHIR SHARMA  
Global Strategy Head
- 35 years illustrious military service. Command of the world’s largest operational force, Head of logistics and Defence Attache in United Kingdom
- Thought leader and speaker at global forums
- Deep expertise in planning field logistics & operations vital for building national Water ATMs footprint

PARAG AGARWAL  
Founder, CMD
- Prior successful exits in Infrastructure sector
- Social Entrepreneur of the Year 2016, India & APEA 2017

ANURAG AGARWAL  
Co-Founder
- 20+ years experience in operating, advisory and investing roles as an Entrepreneur, Investment Banker, Private Equity Investor, Board Member and Professor
- Raised over $1BN of Capital
- Prior successful exits in Services and Technology sectors
- JPMorgan Credit Suisse, 500 Startups and Boston University

PRAVEEN KUMAR  
Jt. Managing Director
- 35+ years experience in Telecommunications, Pharma, Academics, Agri Logistics and Water Management
- Led development and implementation of Billing & MIS System for more than 1000 exchanges all over India
- Deep understanding of water treatment and purification technologies besides project execution capability
PIYALI DASGUPTA

Media Advisor

• Thorough professional in media and journalism for over two decades.
• Holds a post graduate degree in Journalism and mass communication from Mumbai University.
• Piyali is an integral part of the JanaJal think tank and advises the company on its press and media strategy.

TINA AGARWAL DUA

Corporate Development

• Masters in English Literature and certified Educator from The Harvard School, USA, Tina is responsible for Corporate Development at JanaJal.
• Over 20 years, she has gained valuable experience across production and execution of social and community welfare initiatives such as conducting creative workshops and teaching under-privileged children in urban slums.

THENNY MEJIA

CSR Head

• Over 2 decades of diverse experience across USA and India.
• An expert at linking applications with technology effectively.
• Worked with WWF and Kushii, to raise social awareness of charitable and social causes and work inclusively with various stakeholders to ensure value driven programs.
• Works closely with corporates, charitable foundations and global companies to develop innovative CSR programs

ANURADHA AGARWAL

Head – Social Media

• Anuradha specializes in tactical and strategic communication solutions across business verticals and technology platforms.
• A graduate in English Literature from Delhi University, she has completed her M.Sc. in Communications and Entrepreneurship from The University of Nottingham.
SAFE DRINKING WATER

COMMUNITY SAFE DRINKING WATER FACILITY

Inauguration of Bhartiya Micro Credit Programme and Distribution of 5100 e-Rickshaws
BY SHRI NARENDRA MODI
DATE - APRIL 05, 2016
VENUE - SECTOR 62, NOIDA (UP)