

# THE NEW ACCESS TO SAFE DRINKING WATER





# AWARD FOR INNOVATION IN DRINKING WATER

# Meet OCEO



## Smart Purification

Intelligent Dual Purification System



## Smart Connection

Measure & Monitor every water drop



## Smart Ownership

Unique Pay Per Litre Model



## Smart Dispensing

Smart Sense for non-stop purification

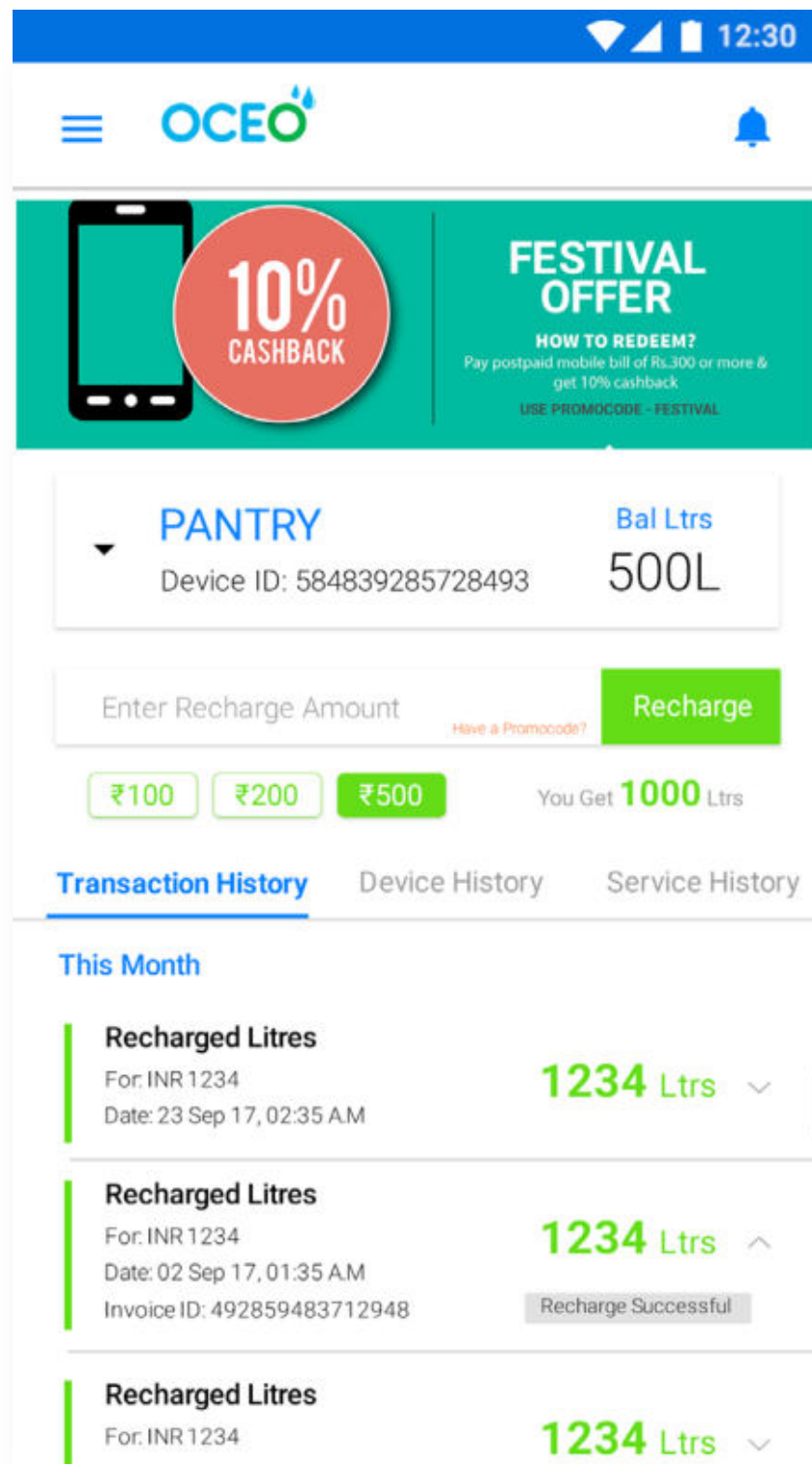


## Smart Maintenance

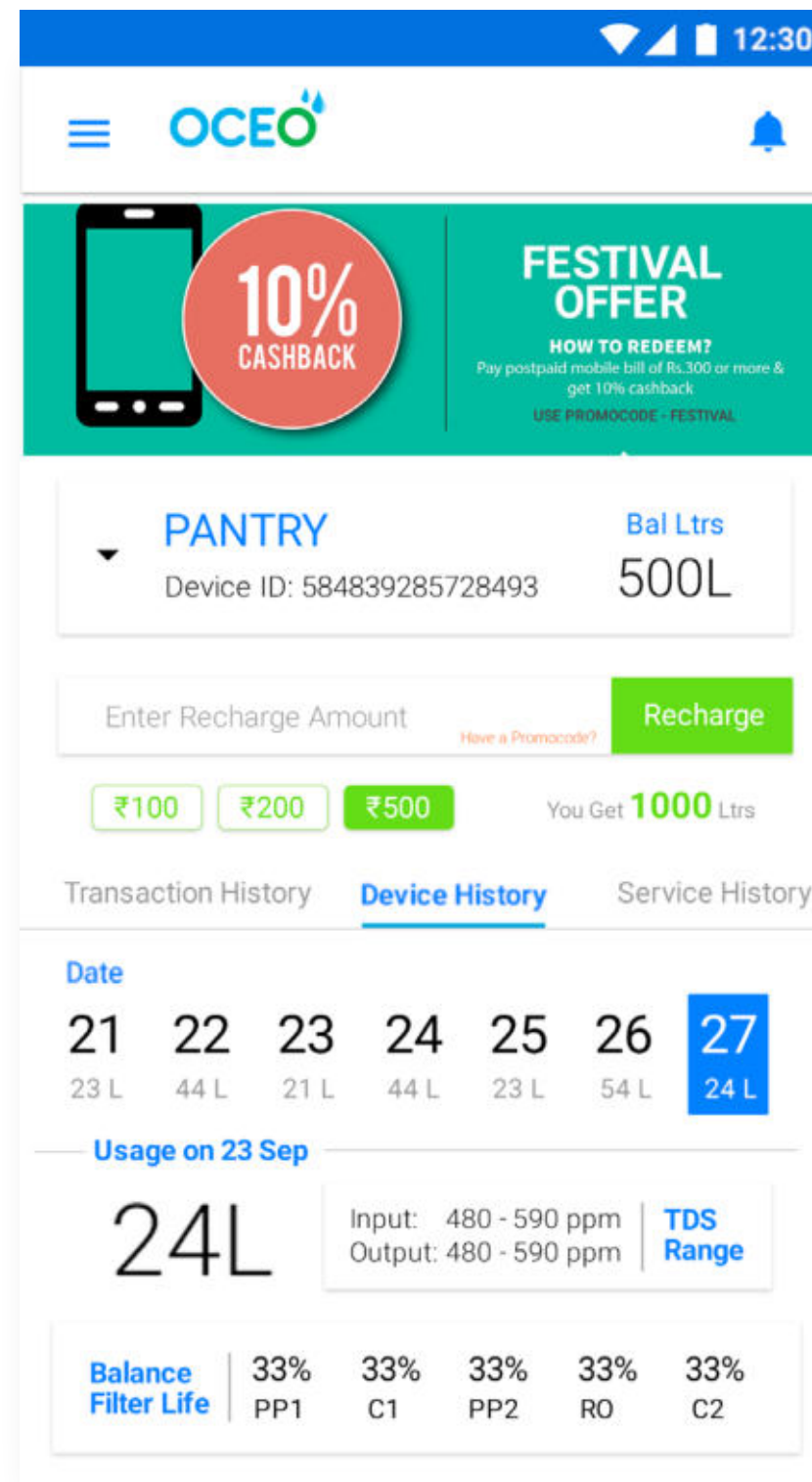
Quick & Easy DIY Filter Replacement



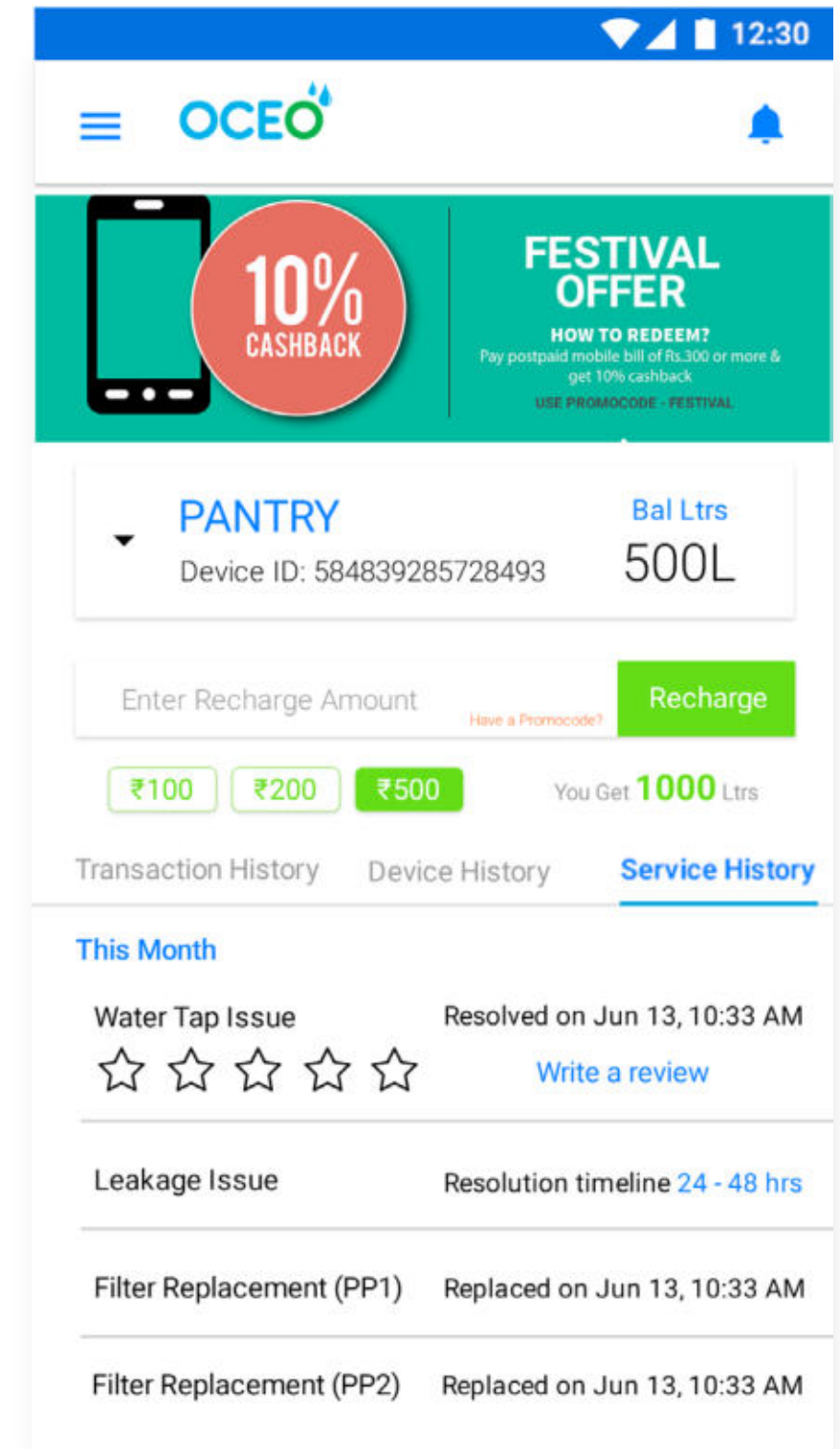
# Stay Informed Always



Transaction History

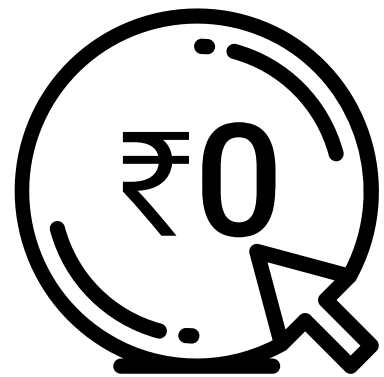


Device History



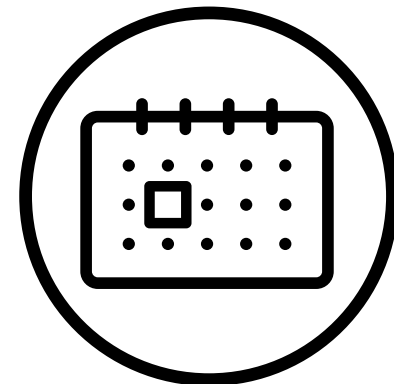
Service History

# How much does it cost?



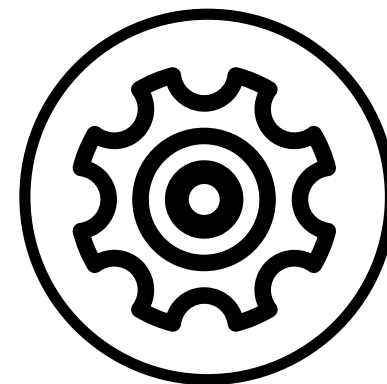
Buying Cost

₹ 0



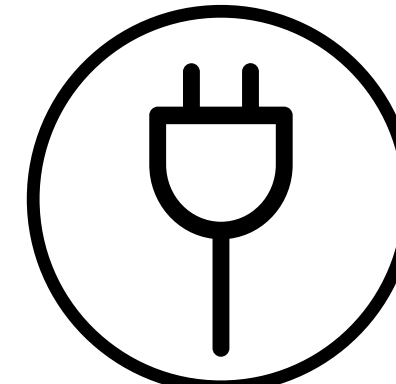
Rental Fees for Lifetime

₹ 0



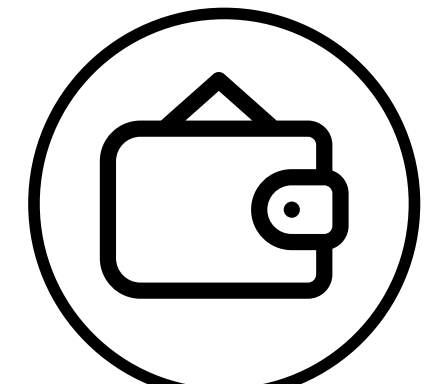
Maintenance Charges for Lifetime

₹ 0



Installation Charges

₹ 499



Deposit Amount

~~₹ 2499~~

All You Pay Is Only For Water Purification

**INR 1 Per Litre**

**Introducing**  
**Water Purification as a service**

# Real Savings Per Litre



INR 1  
Per Litre

Leading  
Water Purifier

INR 2 - 3  
Per Litre

Leading Water  
Bottled Cans

INR 3 - 5  
Per Litre

# Team Behind OCEO



**VIKRAM GULECHA**

**Strategy & Alliance**

IVY League Dropout at Masters Level  
Bachelors Graduate in Business  
Management



**MAHENDRA DANTEWADIYA**

**Manufacturing & Operations**

Commerce Graduate



**HASHMUKH GULECHA**

**Operations Management**

PGDBM - Family Business Management  
Bachelors in Commerce



**RAJEEV KRISHNA**

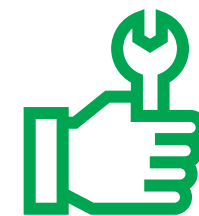
**Technology Development**

MBA - Finance  
BE - Electronics and Communication

# Why now?

- Willingness to pay for Clean drinking water
- Owning Products to Consuming Services
- Large Domestic and Significant Global Market

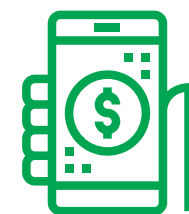
## Key Business Enablers



DIY Maintenance



IoT Monitoring



Online Payments



# The Daily Opportunity



## Essential Beverage

>120 Crores Litres  
Daily Consumption

## Risk Mitigation

Water Access  
SIN Tax

## 24\*7 Brand Presence

unlock future  
product placement

# OCEO Green Benefits



- National Green Tribunal (NGT) Ready
- Reduced Carbon Footprint beyond bottling plants
- Sustainable PET Alternative
- Huge Water and Fuel Savings
- Water Positive Image

[www.oceowater.com](http://www.oceowater.com)

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Safe Drinking Water  
Challenge, Simplified