

Waterlife India Private Limited



“ Waterlife builds and runs water purification plants to provide safe affordable drinking water to people living at the base of the pyramid in rural India. ”

COMPANY INFORMATION

★ Headquarters

India

Countries of operation

India

Year founded

2008

Annual revenue

~US\$3.65 million

Employees

101-1,000

Sector

Water

COMPANY HISTORY

Waterlife built its first water purification plants in the state of West Bengal, which has one of the highest rates of waterborne diseases in India. The company then expanded to Uttar Pradesh and Tamil Nadu and today has 1,700 water purification plants in seven states.

WHO THEY ARE

Waterlife builds and runs water purification plants in underserved areas of rural and urban India that otherwise have no access to safe drinking water.

There are more than 600,000 villages in India, and most of them do not have enough clean water. In fact, in most of rural India and many urban centers, there is no access to safe drinking water. In many places, the groundwater has been contaminated by municipal effluents and by industrial pollutants such as fluoride, nitrates, and arsenic. India ranks 122nd out of 123 countries surveyed on the safe water index. Most of the people living at the base of India's pyramid lack access to basic goods such as toilets, electricity, health care, and schooling, and, earning less than \$3 a day, they certainly cannot afford bottled water.

HOW THEY REACH THE BOP

In addition to providing safe drinking water to people living at the base of the pyramid, Waterlife also creates jobs by hiring and training operators from local villages to operate, maintain, and service the purification plants, and establishing a distribution network of local entrepreneurs to deliver water to the remote parts of the village via rickshaw or auto-rickshaw for a delivery fee.

WATERLIFE'S IMPACT

Contaminated water contributes to high rates of infant mortality, lost wages, school absenteeism, deformed bones, and cancer, and India has one of the world's highest numbers of diarrhea deaths among children. The government of India is unable to provide safe drinking water to all of its citizens and has called upon private companies to address the need. Before Waterlife, however, often the government or a large company would fund the construction of a water purification plant that soon became defunct due to lack of maintenance.

Waterlife, in contrast, takes steps to keep its water purification plants running. It partners with the government, which pays for the construction of the plant itself, then charges customers a small monthly fee that generates enough revenue to cover ongoing maintenance and operations of the plant. In this way, the company ensures that all of its operations are profitable and scalable—which means the model can be replicated to provide safe water throughout India.

Waterlife provides technologies that are green and environmentally friendly and thus provides triple bottom-line returns.

LINKS AND RESOURCES

Official website <http://www.waterlifeindia.com/>

Press mentions <http://www.waterlifeindia.com/press.html>

Products <http://www.waterlifeindia.com/solutions.html>

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GEOGRAPHY/EXPANSION

The company began operations in West Bengal, then expanded into Uttar Pradesh and Tamil Nadu. Today it runs more than 1,700 water purification plants in seven states across India.



“ In one village, the rate of diarrhea dropped from 100 cases per month to fewer than 10 after Waterlife installed a water purification plant. ”

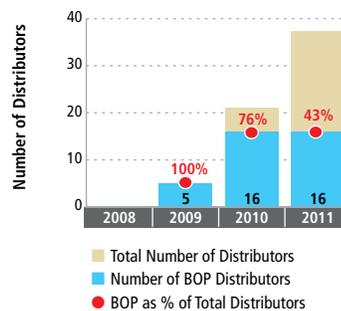
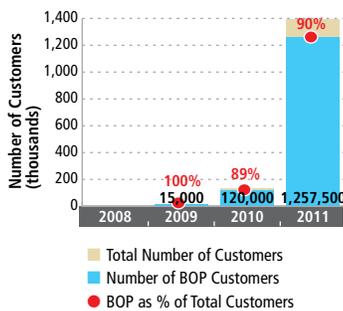
— Sudesh Menon, Managing Director / CEO

Many areas of India have no access to pure water, and what water there is is polluted with sewage, industrial chemicals, or both. In one village, the sugar cane industry contaminated the water with chloride, which locals believe caused birth defects. With more than 100 cases of diarrhea per month and even more during rainy season, the area was left in dire need of a safe water source.

After Waterlife installed its purification plant, the number of diarrhea cases per month dropped below 10.

KEY DEVELOPMENT RESULTS

Ninety-five percent of BOP customers live in rural areas; five percent live in urban areas.



“ Waterlife currently runs more than 1,700 water purification plants in seven states across India. ”