

A brand of Adhunik Enterprises

www.vasudhaaqua.com



About Us

FIRM: ADHUNIKA ENTERPRISES
GO TO MARKET BRAND: VASUDHA AQUA
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Overview

- We have developed a process for on-line treatment of Grey Water.
- Grey water is the effluent of all water used in the household and commercial establishments except the water used for toilets. Of the total water used in a household about 65% of the water is grey water.
- Our process treats Grey water on line on a real time basis and renders it fit enough to recharge ground water.
- The idea is to address the problem of depleting ground water table across the country. Also this will make individual households self sufficient with respect to their water requirements and reduce the dependence on the municipal establishments.
- Additionally we will pump substantially less water to the public sewage treatment system.

JOURNEY SO FAR

1

2016

Desk Research and
Ideation

2

2017

Sponsored a project
with a university to
work on analysis and
treatment of Grey
Water. Laboratory
research completed.

3

2018

Fine tuned the
laboratory process and built
a prototype of the treatment
system. Installed the
prototype in the University
Campus and tested it in the
residential quarters.

Filed for
provisional patent after a
patent search.

4

2019

After one year of operation of the
prototype commenced a soft
launch of the product. Have now
commenced offering
the product on a commercial
basis. We have three installations
working for over
two months now. Some more are
in the pipeline.
Filed for final patent.

What is Unique

- Only system that treats the grey water on line on a real time basis.
- Our system works on a gravity feed and does not rely on any prime movers for the treatment.
- The process does not use any chemicals for treatment or processing the grey water.
- Can be retrofit into the existing drainage system and does not occupy any floor area nor does it require additional space.
- The treated water can be used for recharging the ground water or used for gardening or recycled for flushing the toilets. We can if necessary provide a process for reusing the water for all household and commercial purposes other than drinking and cooking.
- The treated water meets the standards of Land for Irrigation as laid down by the Central Pollution Control Board.
- The system is designed to prolong the life of the filters by a simple system of back washing.

IP Protection

- In the year 2018, once the prototype was built we hired Anand and Anand a leading patent lawyer in India to conduct a patent search and confirm if this process lends itself to IP protection
 - Anand and Anand confirmed that this process could be patented after a detailed patent search.
 - We filed for a provisional patent in May 2018, to help us sell the product in the market without the fear of patent infringement.
 - As we scouted for the first referral customers, in May 2019, we filed a final patent for the process. Application number: 201841019360, dated May 14, 2019.

Commercials

- Based on the current price at which the product is being sold we should be able to make a gross margin of 30 to 35 % . These margins could be improved as we scale up operations.
- For a 8 to 10 residential flat the fixed investment per flat will be in the range of 4000 to 5000 per flat. The system will cost between Rs 40,000 to 50,000 per residential building having 8 to 10 flats.
- We estimate the annual maintenance cost will be about Rs 250/ - per flat per annum.



Gowri Shankar Chella



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Strategy

- M&A and JV
- Fund raising, Investor Management & Risk Management

Software ops

- Product Development & Delivery Management
- Sales & Business Development

Process industries

- Plant Engineering, Project Management & Works Management
- New Product Development across Oils & Fats, Nutraceuticals

- B.Tech Chemical Engineering, Anna University, Chennai
- DIISc (Industrial Engineering), IISc Bangalore

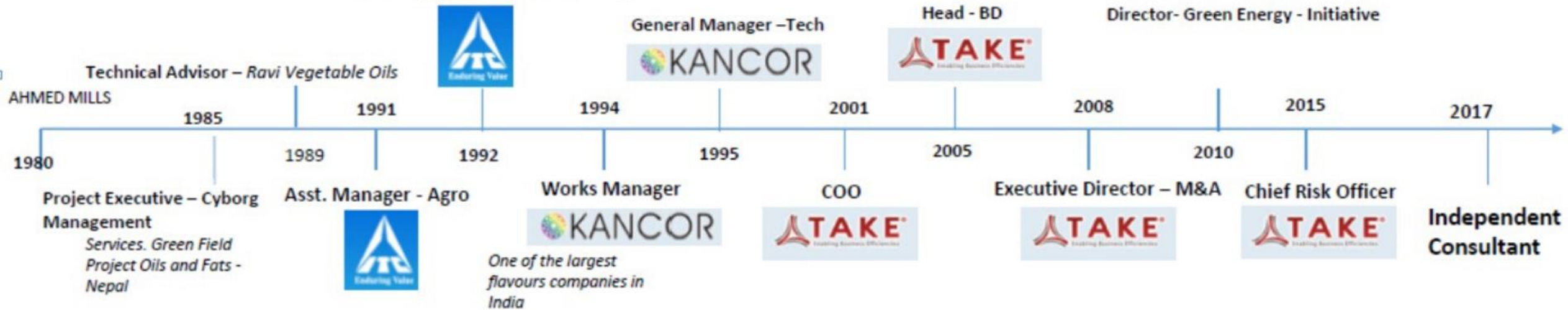


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Dy. Manager, Production – Sundrop



Who I am :

- Optimist
- Self Starter
- Open minded

What Excites Me :

Technology Driven Transformational Initiatives that bring about a paradigm shift in the entire eco system.

What is important :

- Open Communication
- Conducive Environment
- Continuous Excellence

Installed Grey Water Systems



Treated Water Analysis - Indicative Analysis

S.No.	Sample	Date	Parameters							
			pH	BOD (ppm)	COD (ppm)	PO ₄ ²⁻ (ppm)	TDS (ppm)	Colour and odour	DO (ppm)	Oil and grease (ppm)
1		04.06.19	7.52	39.6	148.1	0.08	1240	Slight odour	3.7	0.15
2		10.06.19	7.48	37.3	156.7	0.03	1030	Negligible	3.4	0.32
3		14.06.19	7.65	42.0	149.5	0.03	980	No odour	3.8	0.09

Date	Parameters							
	Color and Odor	pH	BOD (ppm)	COD (ppm)	Phosphate (ppm)	TDS (ppm)	Biosafety	Oil and Grease
19-03-2018	Colorless; slight odor	7.64	31.2	316	0.8	1657	No fish mortality	Below detectable limit
20-03-2018	Colorless; slight odor	7.51	29.0	260	0.7	1540	No fish mortality	Below detectable limit
21-03-2018	Colorless; slight odor	7.73	28	126	0.7	1591	No fish mortality	Below detectable limit
22-03-2018	Colorless; slight odor	7.68	38.4	432	1.3	1692	No fish mortality	Below detectable limit

Contact us

For inquiries and concerns

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