

#startupoftheday 52- DrinkPrime

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Inception- 2016**Location-** Bengaluru



Disrupting water purification with technology

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Location- Bengaluru

Domain- Water purification

Founders- Vijender Reddy Muthyala (Chief Executive Officer) and Manas Ranjan Hota (Chief Operating Officer)

Total team strength- 125+

Total funds raised – Rs 50 crore

Investor- Sequoia Surge, Omidyar Network, Alteria, UC Inclusive Credit, and Western Capital

Revenue generated since inception- Rs 20 crore

Key Highlights-

- India's first IoT-enabled water purifier
- Providing personalised water purifiers on subscription
- Filed a patent for the purification technology

- To offer services to a million subscribers in India over the next five years
- To explore other products & services on subscription basis

Founder Speaks-

"Given that the water quality has been deteriorating over the years, there will always be demand for a personalised water purifier. That too, for the one that is available on subscription. It is a growing problem that will always require a solution. So, I would say that there is a lot of potential for growth in our domain in India."

- Vijender Reddy Muthyala, Founder and Chief Executive Officer, DrinkPrime, Bengaluru