

#startupoftheday 72- WaterScience

14 December 2021 | News

Inception- 2014



Aiming to make good water affordable and accessible

Inception- 2014

Location- Bengaluru

Domain- Water purification

Founders- Mohammed Iqbal (Finance, Strategy and Global partnerships), Sudeep Nadukkandy (Product development, Production and the Online business), Pavithra Rao (Marketing & Offline Retail)

Total team strength- 50

Total funds raised- Bootstrapped (raised only debt financing so far)

Investors- NA

Revenue generated since inception- Annual Recurring Revenue amounts up to Rs 20 crore

Key Highlights-

- First and only company in India focusing exclusively on the non-drinking water filtration space
- The products are Made in India and made for the Indian water conditions
- Have a range of products right from a simple sediment filter for the kitchen tap, to a system for the whole house
- To expand to 1000 outlets by the end of the financial year
- Multiflow is the only shower head with 70% water saving technology and an in-built water filter in India
- Designed patents for one of its most unique products, the Aromatherapy Shower Filter
- To reach Rs 100 crore by 2023

Founder Speaks-

"Reports from trusted sources like the NITI Ayog and the 2030 Water Resources Group, have stated that the water quality in India is declining. This will create a further need for products such as shower filters when the effects of hard water become even more apparent. Additionally, with the rise in knowledge of our dwindling resources, our water saving filters and nozzles will be a must-have in every home. These products will allow us to improve the availability of water in India without having an impact on your daily routines. Our products will combat the problem of water scarcity and water quality that is on a decline in the future."

- Pavithra Rao, Co-Founder, WaterScience, Bengaluru