

#startupoftheday 54- Lustral Water

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Inception- 2020 **Location-** Bengaluru



AI & IoT enabled Intelligent water purifier

Inception- 2020

Location- Bengaluru

Domain- Water purification

Founders- Aditya Patnaik (Chief Executive Officer) & Shreyas V Navada (Chief Technology Officer)

Total team strength- 9

Total funds raised – Bootstrapped

Investor- HNI

Revenue generated since inception- Rs 20,000

Key Highlights-

- Developed AI enabled intelligent smart water purifier with IOT + UF + UV + ReMineraliser
- The product helps to track the TDS, PH score, turbidity, temperature, water consumption with filtration candles quality and auto water spillage detection
- The product has AI enabled prediction on drinking & cooking with minimum water

Founder speaks-

"India Water Purifier Market is expected to grow with a CAGR of more than 9% in the forecasted period of FY 2020-21 to FY 2025-26. Overall Water Purifier is segmented into organized water purifier market and unorganized water purifier market. Further segments are covered based on By Technologies where RO+ water purifier is dominating the major market share followed by offline water purifiers. In review year organized market has a CAGR of more than 14% by value and reaches the volume of more than 100 Lakhs unit in the year 2019-20. The growth in the water purifier market has been largely driven by the rising awareness about drink pure water and growth in disposable income of the middle class where water purifiers have become the inevitable part of houses."

- Aditya Patnaik, Chief Executive Officer, Lustral Water, Bengaluru