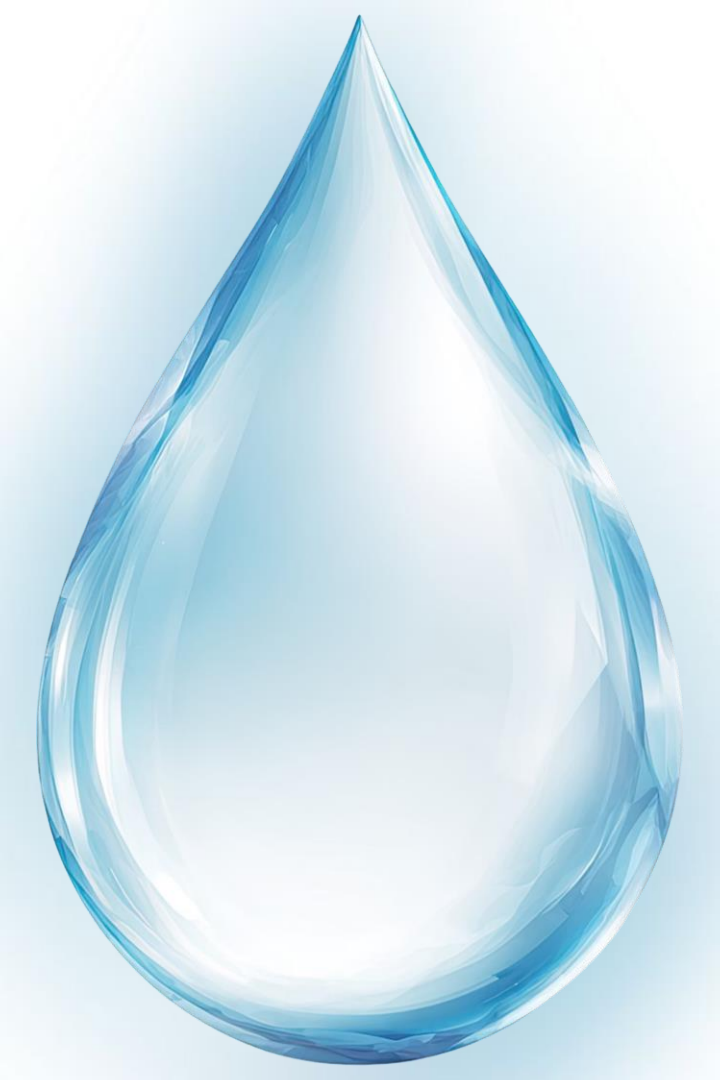


Enhancing Lives through through Sustainable Water Management

JWIL
SUSTAINABLE
WATER MANAGEMENT

Infrastructure

Modern water infrastructure is the backbone of every functioning city. Aging pipes, overburdened treatment systems, and outdated control networks are pushing utilities to their utilities to their limits — demanding smarter, data-driven solutions that go beyond traditional traditional maintenance cycles.

Aging Assets

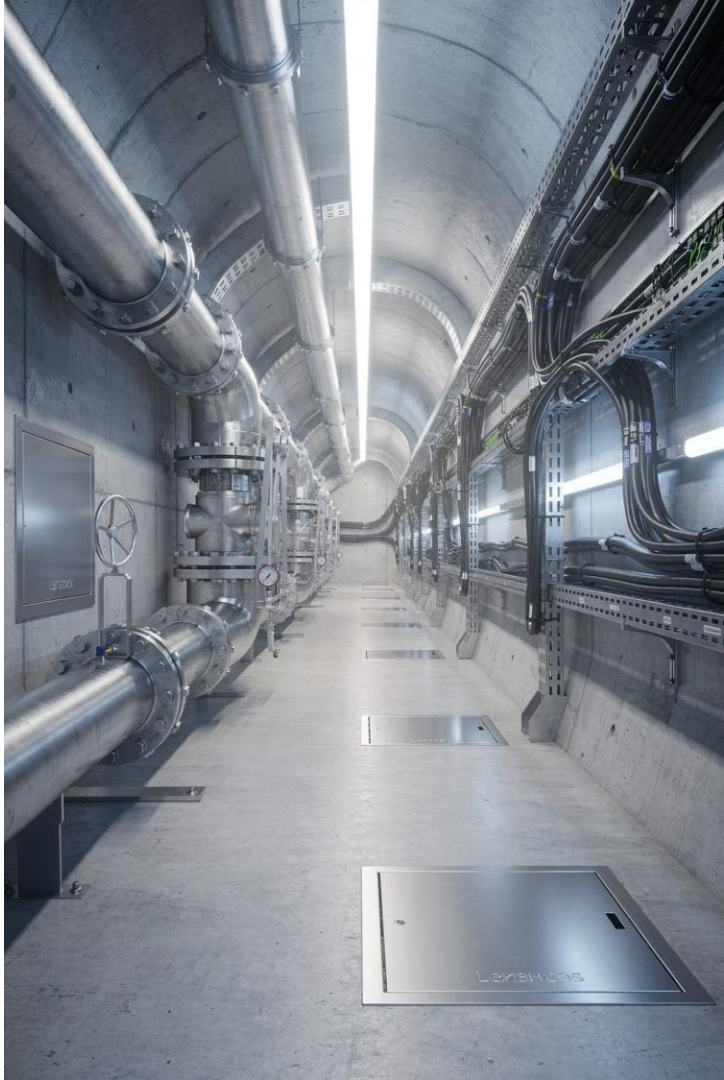
Over 60% of utility assets now operate operate beyond their original design life, design life, increasing failure risk daily. daily.

NRW Losses

40–50% of treated water is lost before it before it reaches the consumer — representing billions in annual revenue revenue leakage.

Digital Gap

Legacy SCADA and siloed systems prevent real-time visibility, making proactive decisions proactive decisions nearly impossible.



Branding & Pilot Packages

IC³ is designed for rapid, high-impact deployment. Our phased pilot approach enables utilities to demonstrate measurable value within weeks — building the internal case for full-scale rollout across all ULBs.

1

Phase 1 — Discovery Pilot

Baseline NRW audit, DMA mapping, and quick-win leak identification across a across a defined pilot zone.

2

Phase 2 — Platform Integration

IC³ unified dashboard deployed, replacing siloed tools. Real-time KPI tracking begins from day one.

3

Phase 3 — Scale & Sustain

Full ULB rollout with AI models active, automated compliance reporting, and reporting, and executive health scores live.

Why IC³ Is the Defining Platform for India's Water Future

> **"IC³ is not a dashboard for one city. It is the governance infrastructure for India's national water ambition."**

01 Massive Addressable Market

- 500+ ULBs across India under-digitised
- $2.5B annual NRW loss — World Bank estimate
- AMRUT 2.0 & JJM — $40B+ national programme
- Governments mandating smart water tech now

02 Proven at National Scale

- Deployed at DJB — India's largest utility
- Validated on 11 instrument types in live ops
- Phase 1–5 roadmap accepted & demo-ready
- < 6 months city onboarding — built for speed

03 Unique Technology Moat

- 8 AI models — purpose-built for water
- Single platform replacing 5–7 legacy tools
- Proprietary sensor trust & anomaly engine
- Data → Intelligence → Action in one loop

04 Multiple Revenue Streams

- 6 revenue streams per city deployment
- SaaS licensing + implementation + analytics
- Centre-of-excellence model scales nationally
- Recurring utility contracts — high retention

05 Measurable ROI — Day One

- ↓30% NRW = direct revenue recovery
- ↓25% energy = immediate OpEx reduction
- 3× faster response = SLA penalty avoided
- 100% compliance = regulatory risk eliminated

06 Policy & Mission Tailwind

- Jal Jeevan Mission: water to every home
- Smart Cities Mission: 100 cities digitising
- AMRUT 2.0: urban water quality mandate
- National priority — government pulling demand

Four Costly Gaps Every Water Utility Faces — Without Exception

$2.5B	40–50%	60%+	500+
Annual NRW loss — India alone (World Bank)	NRW in Indian cities — 4× the global best	Utility assets operating beyond design life	ULBs yet to deploy integrated water intelligence

NRW Haemorrhage

20–40%
Water Lost

Leaks, theft and meter errors drain utility revenue silently every day. Without real-time zone-level detection and attribution, utilities cannot locate, prioritise, or prove the cost of loss — funding requests go unjustified.

Direct revenue loss + inability to recover investment in treated water

Uncontrolled Energy Spend

#1
Variable Cost

Pumping is the single largest controllable operational cost. Without efficiency analytics, kWh/m³ benchmarking, or off-peak scheduling — energy is wasted on degraded pumps running at wrong operating points 24/7.

Uncapped OpEx growth eroding margins year on year

Reactive Fire-Fighting Only

Days
Avg Response

Manual processes mean incidents run undetected for days. No predictive alerts, no GPS dispatch, no closed-loop work order tracking — just reactive damage control after citizens and regulators have already noticed.

SLA penalties, customer complaints, reputational and political damage

Quality & Compliance Blind

After
Breach Found

Chlorine decay, turbidity spikes and pH drift are discovered after the regulatory breach — not before. No propagation modelling means no early warning. Compliance is managed retrospectively with manual data compilation.

Regulatory fines, public health incidents, programme funding at risk

IC³ — One AI-Powered Platform. Every Operational Domain.

IC³ is not a dashboard.

It is a decision platform.

Combining instrumentation, AI analytics, GIS, automated work orders, mobile field operations and executive reporting — replacing 5–7 disconnected tools with a single source of operational truth.

Water Supply

Real-time demand, flow balance & supply continuity

Loss Control

NRW detection, DMA analysis & intervention tracking

Quality & Safety

Chlorine, TDS, turbidity, pH — compliance & risk maps

Energy

Pump scheduling, kWh/m³ benchmarking & efficiency curves

Asset Health

Predictive pump & reservoir maintenance — 7/30/90-day outlook

Service Levels

LPCD, pressure, continuity & citizen KPI reporting

From Field Sensor to Executive Decision — One Continuous Intelligent Loop

01 Field Sensors	02 Data Ingestion	03 AI Analytics	04 Command Screens	05 Actions & Proof
Flow Meters	SCADA / IoT / HES	Anomaly Detection	Executive Health Score	Alarm → Work Order
Pressure Sensors	GIS Integration	Leak / Burst Classifier	DMA NRW Centre	GPS Field Dispatch
Chlorine / TDS / pH	CSV / API / Manual	Pump Health Model	Pump Intelligence	Before/After KPI Proof
Pump: power + vibration	Range & Timestamp Check	Quality Risk Model	Quality Risk View	Compliance Reports
Level Transmitters	Sensor Trust Engine	Demand Forecasting	GIS Leak Heat Map	Executive ROI View

Closed loop — every field action feeds back into the KPI engine · Ingestion → Validation → Intelligence → Visualisation → Action

8 Purpose-Built AI Models — The Technology Moat

Anomaly Detection

Sensor

What: Flags abnormal readings with severity score, confidence level, and asset affected — in minutes.

Why it matters: Eliminates alarm fatigue — only real events escalate to operations teams.

Leak / Burst Classifier

Network

What: Determines leak probability and burst probability per DMA — enabling targeted field dispatch.

Why it matters: Converts guesswork into GPS-precise crew deployment — reducing response from days to hours.

Pump Health Model

Asset

What: Predicts failure risk 7/30/90 days ahead using power, vibration, current and runtime data.

Why it matters: Converts emergency breakdowns into planned maintenance — saving cost and preventing outages.

Water Quality Risk Model

Quality

What: Calculates risk score, propagation zone and probable cause hours before a compliance breach.

Why it matters: Proactive safety — stops contamination reaching citizens before regulators are informed.

Demand Forecasting Engine

Supply

What: Projects demand, tank levels and supply requirements 6–24 hours ahead per distribution zone.

Why it matters: Enables proactive supply scheduling — eliminates reactive shortfalls and supply inequity.

Root Cause Assistant

Ops

What: Delivers plain-English incident explanations with ranked recommended actions in real time.

Why it matters: Cuts fault diagnosis from hours to minutes — junior staff operate at expert engineer level.

NRW Attribution Engine

Revenue

What: Separates real losses from apparent losses — attributing variance to leaks, meter errors or theft.

Why it matters: Tells management where to act — not just how much is being lost. Investment becomes targeted.

Energy Optimisation AI

Cost

What: Recommends optimal pump schedules using off-peak tariff windows, demand curves and efficiency.

Why it matters: Reduces pumping cost automatically — the largest variable OpEx — without manual intervention.

From Reactive Utility to Intelligent Enterprise — Across Every Stakeholder

MANAGEMENT

Strategic & Financial Control

FINANCIAL

- ↓30% NRW = direct revenue recovery on lost treated water
- ↓25% energy = immediate cut to largest variable cost
- ROI tracked before/after every intervention
- Capital deferral via predictive asset maintenance

GOVERNANCE

- Executive health score 0–100 — board-ready reporting
- Audit-trail from sensor to regulator submission
- AMRUT 2.0 / JJM / Smart Cities compliance automated
- Single source of truth — ends conflicting report problem

STRATEGIC

- Scalable to 500+ ULBs — 6 revenue streams per city
- Centre-of-excellence model — one team, many cities
- AI copilot — executive answers from operational data
- National benchmark reference — DJB proven

CUSTOMER

Service, Safety & Trust

SAFETY

- 24/7 quality monitoring — risk flagged before tap
- Contamination propagation model stops breaches early
- Source-to-tap audit trail — 100% accountability
- Water quality advisories issued proactively, not reactively

SERVICE

- Equitable LPCD tracked per ward, zone, household
- Supply hours improved via predictive scheduling
- Leak response 3× faster — less disruption per incident
- Pressure-optimised network — fewer pipe bursts near homes

TRUST

- Grievance resolution backed by operational sensor data
- Transparent public service reporting with real numbers
- RTI-ready data — no manual compilation needed
- Consistent supply schedules — predictable, reliable

O&M TEAMS

Operational & Field Excellence

AUTOMATION

- Alarm-to-work order in one click — no manual entry
- GPS field dispatch — crews sent to exact coordinates
- Mobile app replaces paper, radio and spreadsheets
- Closure verification via sensor confirmation — no disputes

INTELLIGENCE

- Root cause in minutes — not hours — using AI assistant
- Pump failure predicted 7/30/90 days ahead of failure
- DMA passports — zone engineers own their performance
- Night flow analysis automates NRW zone prioritisation

EFFICIENCY

- Off-peak pump scheduling — energy cost cuts automated
- What-if simulation before live network changes
- Demand forecasting enables pre-positioned field teams
- Junior staff perform at expert level via AI guidance

Quantified, Auditable Returns — Trackable from Day One of Deployment

↓30%	↓25%	3×	100%
NRW Reduction	Energy Savings	Faster Response	Compliance Ready

BENEFIT AREA	SAVING	OPERATIONAL IMPACT	FINANCIAL VALUE
Lower NRW	↓20–35%	Water loss reduction across DMAs	Revenue recovery on previously lost treated water — direct top-line gain
Lower Energy Cost	↓20–28%	Pump energy savings via AI scheduling	Direct OpEx reduction — largest variable cost cut immediately upon deployment
Faster Leak Response	3× MTTR	AI dispatch vs manual days-long detection	Fewer supply disruptions, lower repair costs, reduced SLA penalty exposure
Quality Compliance	100%	24/7 monitoring + propagation modelling	Eliminates non-compliance risk, regulatory penalty and reputational harm
Operational Intelligence	1 screen	All 6 domains unified — replacing 5–7 tools	Reduces manual effort and headcount; faster, better decisions across all teams
Asset Life Extension	+20%	Predictive maintenance — planned vs emergency	Capital deferral via lifecycle extension — material balance-sheet benefit

Beyond Monitoring — Predicting, Simulating & Optimising the Future Network

Demand Forecasting (6–24hr)

What: AI demand model projects hourly supply requirements, tank refill needs and pump runtime across each zone.

Investor value: Proactive supply scheduling — eliminates reactive shortfalls that cause citizen complaints.

Pump Failure Prediction

What: ML models trained on vibration, current draw, runtime and temperature predict failure windows at 7/30/90 days.

Investor value: Converts emergency breakdowns into planned maintenance — preventing 3 AM service outages.

Contamination Propagation Model

What: When quality anomaly is detected, IC3 simulates propagation through the network — identifying affected zones.

Investor value: Proactive isolation and public advisory before contamination reaches citizens' taps.

NRW Trend Projection

What: NRW trajectory modelled by zone — accounting for pipe age, pressure variance and seasonal demand.

Investor value: Gives management a 3–6 month loss outlook — turning NRW from a surprise into a managed KPI.

Scenario / What-If Simulation

What: Operations teams simulate impact of valve closures, pump changes or maintenance shutdowns before execution.

Investor value: Eliminates unintended consequences in the live network — every change tested virtually first.

AI Executive Copilot

What: Natural-language interface: 'What are our 3 highest risk zones this week?' — answered instantly with data.

Investor value: Institutional knowledge embedded in the platform — junior staff operate at expert engineer level.

5-Phase Rollout — Each Phase Stands Alone as a Working Product

Phase 1 Core Monitoring	Phase 2 KPI Engine	Phase 3 GIS + Work Orders	Phase 4 AI Analytics	Phase 5 Optimisation + Copilot
Demo-ready monitoring platform	Utility KPI platform	Operational command platform	Predictive utility platform	Differentiated IC3 product
Asset registry	NRW% per DMA	GIS map view	Anomaly detection	Root cause AI
Live dashboards	LPCD per zone	DMA passport	Leak classification	Pump scheduling
Threshold alarms	kWh/m³ per pump	Mobile field app	Pump prediction	Executive ROI view
Sensor health scoring	Quality compliance	GPS dispatch	Quality risk model	Digital twin

DJB	500+	6 streams	< 6 months	AMRUT 2.0
National Reference Deployment	ULBs — Pan-India Deployment Scope	Revenue Per City Deployment	City Onboarding Timeline	& Jal Jeevan Mission Aligned

A National-Scale Opportunity — 6 Revenue Streams Per City

Total Addressable Market

500+ ULBs

Urban Local Bodies yet to deploy integrated water intelligence across India

Programme Tailwind

$40B+

AMRUT 2.0 + Jal Jeevan Mission combined — government-funded demand pull

Annual NRW Financial Pain

$2.5B

Lost annually in India alone — IC3 directly recovers this revenue for utilities

City Onboarding Speed

< 6 months

From contract to live operations — built for rapid pan-India scaling

SIX REVENUE STREAMS PER CITY DEPLOYMENT

01 Platform SaaS Licence

Annual per-city recurring licence for the IC3 platform — predictable, high-retention revenue

02 Implementation Services

City onboarding, sensor integration, SCADA connectivity, data migration and go-live support

03 AI Analytics Modules

Premium AI model bundles (predictive maintenance, NRW attribution, demand forecasting) sold as add-ons

04 Annual Support & Managed

Ongoing support contracts, system health monitoring and managed service operations per city

05 Data & Benchmarking

Cross-utility benchmarking reports and national water intelligence data products for regulators & MoUD

06 Training & Certification

IC3 operator certification programmes for utility staff — builds platform stickiness and renewal rates

Why IC³ Wins — Six Structural Advantages That Are Hard to Replicate

01 Purpose-Built for Water

Unlike generic IoT platforms or SCADA overlays, IC3 is engineered specifically for water utility operations — with domain models, KPIs and workflows that generic platforms cannot replicate.

02 End-to-End — Not Point Solutions

IC3 replaces 5–7 tools in one platform — from sensor ingestion to executive reporting. Point solutions solve one problem; IC3 eliminates the fragmentation that creates the problem.

03 AI That Explains Itself

IC3's Root Cause AI delivers plain-English explanations and ranked recommended actions — not just alerts. Engineers act on IC3 output; they require training to act on competitor dashboards.

04 Proven National Reference (DJB)

Deployed at Delhi Jal Board — India's most complex and largest water utility. This is not a pilot; it is a national reference implementation that demonstrates capability at full operating scale.

05 < 6 Month City Onboarding

Built for speed. Rapid city onboarding means shorter payback cycles for both the utility and investors. The platform scales nationally without proportional increase in implementation cost.

06 Government Mission Alignment

AMRUT 2.0, Jal Jeevan Mission and Smart Cities Mission create government-funded demand. IC3 is not selling technology — it is the infrastructure that enables government water mandates to be met.

IC³

PLATFORM

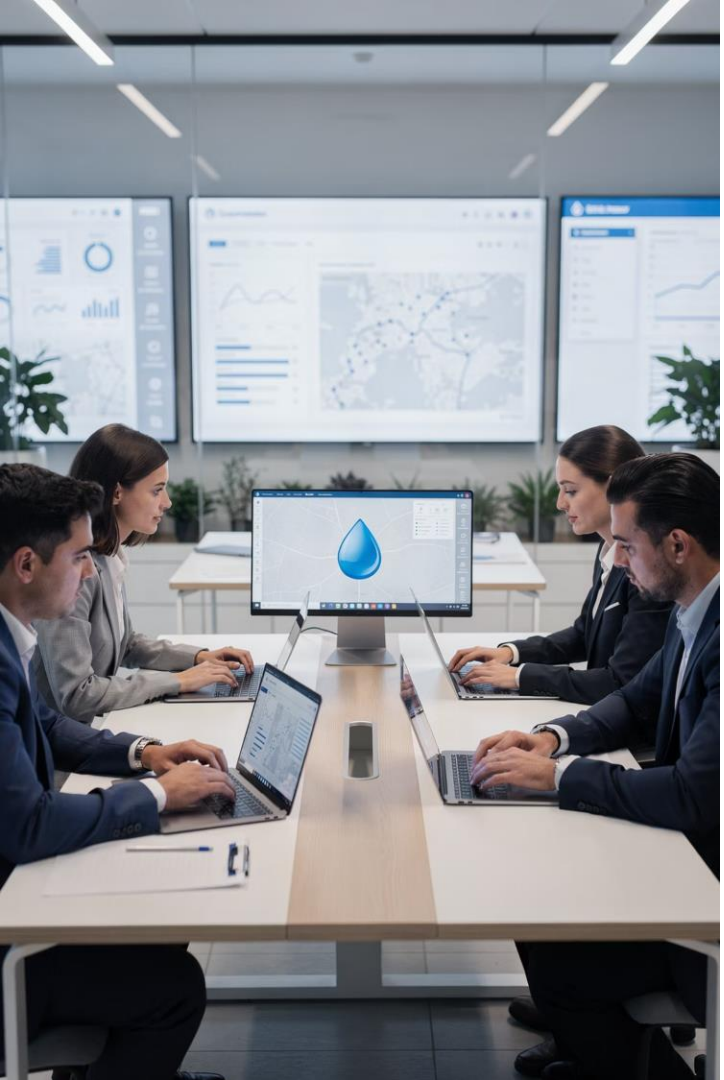
The governance infrastructure for India's national water ambition.

↓30% NRW	↓25% Energy
3× Response	100% Compliance

The Case for Investing in IC³

- India's water crisis is not a future risk — it is today's reality
- $2.5B annual NRW loss is recoverable with the right platform
- Government is pulling demand — $40B+ in programme funding
- IC3 is proven at DJB — national reference, not a prototype
- 500+ ULBs represent a recurring, scalable revenue base
- 6 revenue streams per city — high-retention SaaS model
- Phase 1 demo-ready — investors see live capability now
- < 6 months to revenue per city — short payback cycles

REQUEST AN DEMO BRIEFING



Thank You

IC³ Platform · Water Industry Challenges & Solutions · June 2026

> Enhancing lives through sustainable water management — one city at a time.

Get in Touch

Connect with our team to schedule your tailored IC3 demonstration and feasibility assessment.

Request a Demo

See IC³ live — real data, real dashboards, real outcomes from our DJB reference deployment.

Scale Your Impact

From pilot to 500+ ULBs — IC3 is designed for rapid, cost-effective deployment across all city sizes.