

## **Piramal Water Pvt. Ltd honoured with 'Enabling Technology Award of the Year 2013'**

*~ Frost & Sullivan India Electronics Awards 2013 recognizes Piramal Foundation for their outstanding work in the Electronic Security and Auto ID & Data Capture Technologies Market ~*

**Mumbai, July 10, 2013:** Piramal Water Pvt. Ltd, an initiative by Piramal Foundation has been awarded with **Frost & Sullivan India Electronics Awards** for '**Enabling Technology Award of the Year in the Electronic Security and Auto ID & Data Capture Technologies Market**'. This award is a tribute to the company that has developed a technology that revolutionised the industry for the year 2012.

Piramal Water Pvt. Ltd operates through its Water ATM's in six states with unique RFID, cloud management systems and customized ERP solutions. Its franchisee model helps create local entrepreneurs, who sell water at ultra-affordable prices (30 paise per litre) and become financially sustainable. The leveraging of technology helps make the service and delivery of drinking water highly transparent. Frost and Sullivan has recognized this initiative that combines technology and sustainable business models that help in delivering drinking water to the last mile. It is also recognized as compatible model for working with Government agencies, NGOs and CSRs.

Commenting on the award, **Mr. Paresh Parasnis, Head, Piramal Foundation** said, "*It is a great achievement for Piramal Foundation to receive this industry recognition. Sarvajal has unmatched expertise in delivering safe drinking water under the most difficult circumstances for any size of community. With our initiatives we continue to create replicable solutions to some of our nation's most pressing challenges.*"

Sarvajal partners with companies, non-profits, and agencies to deploy end-to-end drinking water solutions for communities, facilities, and institutions. From solutions for patients at public hospitals to water micro-grids in urban settlements, Sarvajal aims to provide clean and safe drinking water for all.

### **Piramal Water Pvt. Ltd.:**

Piramal Water Private Limited was established in mid-2008 to find viable mass-market solutions to India's drinking water crisis. Piramal Water operates under the brand "Sarvajal"; is a for-profit business that is structured to provide cost leadership and technological innovations. The Sarvajal solution provides appropriate incentives to create market-based solutions that can reach enough scale to impact the health of India's masses. Piramal Water's mission is to make pure drinking water accessible and affordable for everyone.

### **The Piramal Foundation**

The Piramal Foundation is a philanthropic foundation that is in search of solutions to India's most pressing challenges. Through the pursuit of practical innovations for India's development, the Piramal Foundation aims to identify replicable solutions to some of our nation's most pressing challenges. In the process, the Foundation aims to nurture a generation of socially conscious

leaders who will make a difference. The Piramal Foundation's method is based on a belief that talented young people, challenged to address some of our country's most common development issues, will find innovative solutions that are relevant, cost-effective, and applicable to the nation at large.

**About Frost & Sullivan Electronics Industry Award:**

Frost & Sullivan identifies companies that have gained the users' confidence leading to considerable brand loyalty. Frost & Sullivan's Electronics Industry Awards have been instituted to recognize and reward these industry best practices in the business-to-business (B2B) electronics as well as the business-to-consumer (B2C) electronics market segments. These Awards symbolize the individual recipient's commitment, dedication and his endeavor to focus on meeting customers' needs and take customer satisfaction to an optimum level in the industry.

**For media enquiries, please contact:**

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