



Glacier-Fresh Water, Every Drop Counts

SWORD

Home Appliances

Pvt. Ltd.

AI

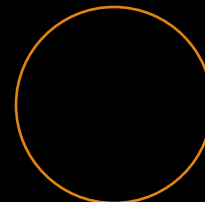
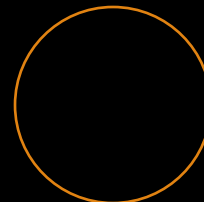
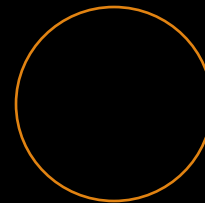
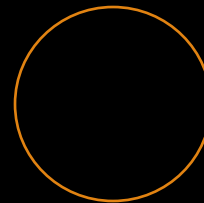
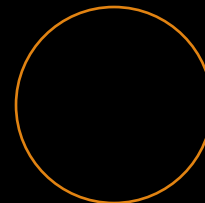
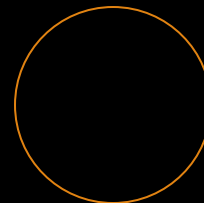
IOT

SMART
CUSTOMISED

DUAL
MEMBRANE

MINERAL
RETENTION

WATER
SAVING



About US



Who We Are

We are an Indian startup building smart, sustainable, and health-focused water purification solutions.

What We Do

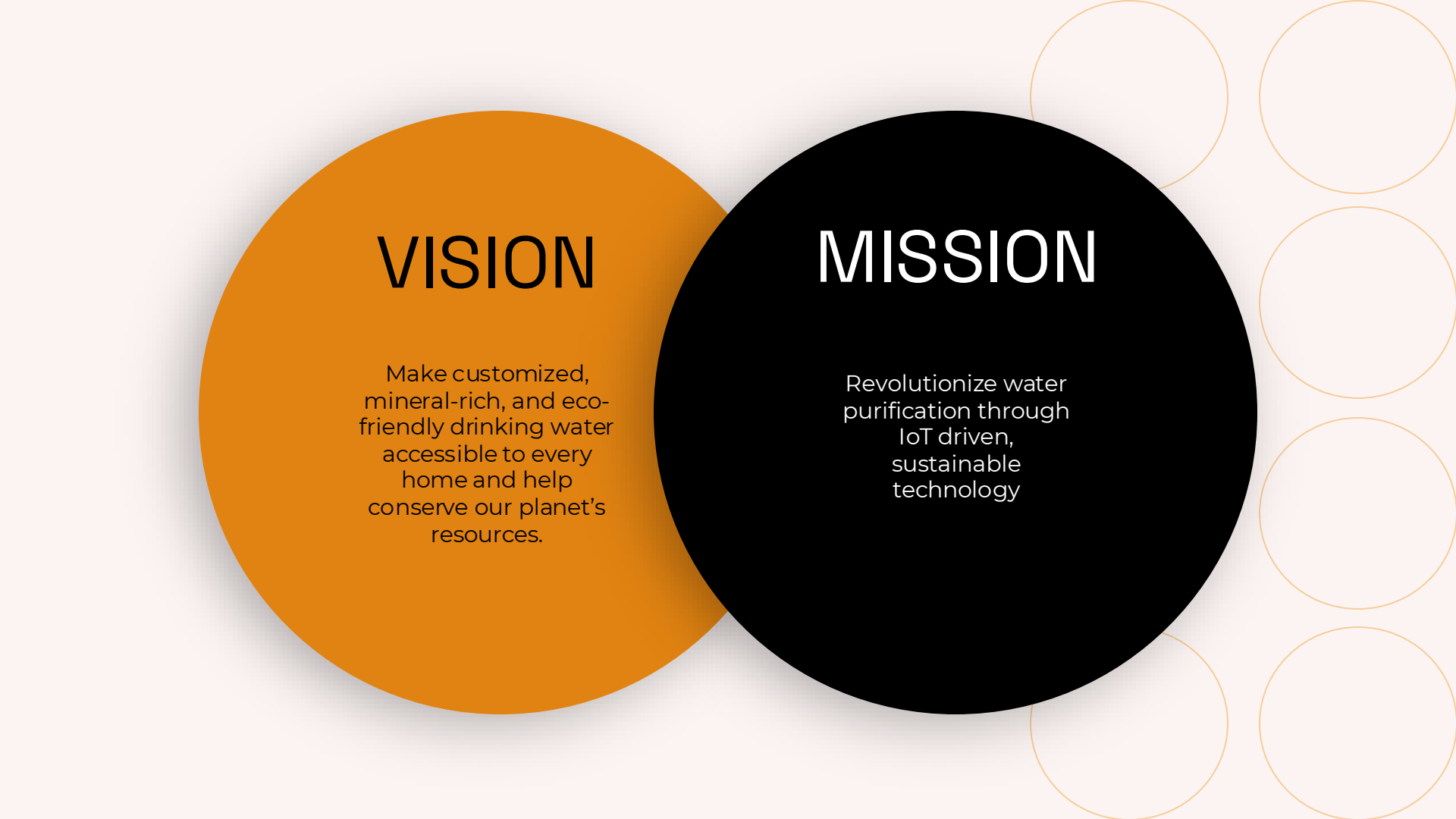
We've created the world's first dual-membrane, IoT-enabled Smart RO purifier that adapts to water quality automatically.

Why It Matters

Our technology saves up to 60% of water while keeping essential minerals intact — solving both waste and health issues.

Our Mission

To make customized, mineral-rich, and eco-friendly drinking water accessible to every home and help conserve our planet's resources.



VISION

Make customized,
mineral-rich, and eco-
friendly drinking water
accessible to every
home and help
conserve our planet's
resources.

MISSION

Revolutionize water
purification through
IoT driven,
sustainable
technology



Market Problem

Lack of Personalisation Monitoring

Fixed TDS output with no control and no real-time insights into water quality or purifier health.

Over-purification & Mineral Loss

Most purifiers strip out essential minerals, leaving water that is clean but not healthy.

Excessive Water Wastage

Conventional RO purifiers waste up to 80% of input water.

High Maintenance Cost

Frequent filter replacements and overuse lead to expensive upkeep.

Our Solution



User-controlled Purification

Users can adjust TDS levels via a mobile app, ensuring water suits local conditions and personal needs.

Dual-Membrane Auto-Switch Technology

Smart switching between NF & RO ensures optimal purification with up to 60% less water wastage. Resulting in best healthy ppm water to user.

Mineral Retaining Filtration

Delivers water enriched with essential minerals (calcium, magnesium, etc.) for healthier drinking water.

IoT Integration & Predictive Maintenance

Real-time monitoring of TDS, water usage, and filter life with alerts for timely servicing.

Our Offering s

Smart RO Purifiers

Dual-membrane,
IoT enabled
water purifiers
with
customizable
TDS and mineral
retention

AMC & Subscription Plans

Affordable annual
maintenance, filter
replacement, and
IoT monitoring
services

Data & Insights Solutions

Regional water
quality analytics
which led for
further
innovations in
purifier

Accessories & Upgrades

Replacement
filters, add-on
modules, and
smart home
integrations

Unique Selling Points

World's First Dual-Membrane Smart Purifier

Automatic NF/RO switching for optimal purification

IoT-Enabled Intelligence

Automatic NF/RO switching for optimal purification

Up to 60% Water Savings

Significantly reduces water wastage compared to traditional RO systems

AI & App Control

TFT touch display, AI-powered mobile app with real-time TDS monitoring and filter life tracking.

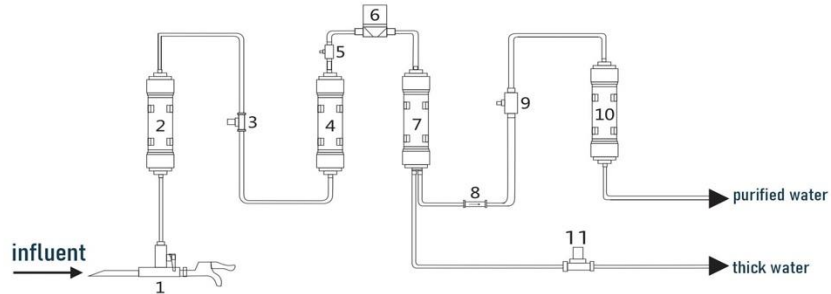
Patent Innovations

Four unique designs developed by SWORD that are unmatched globally and will be filed for patent protection.



How We Differ

Traditional Water Purifiers

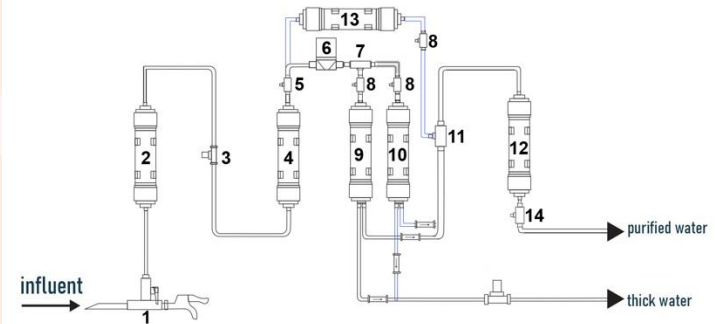


WATER TREATMENT PROCESS

1. Three-way ball valve
2. Polypropylene meltblown cartridge (PP cotton)
3. Low pressure switch
4. CTO cartridge
5. Water inlet solenoid valve
6. Booster pump
7. Reverse osmosis membrane cartridge
8. Backstop valve
9. High pressure switch
10. Post T33 filter element
11. Wastewater solenoid valve



SWORD Water Purifying Technology



Sword Smart Purifier

1. Three ball valve
2. Sediment (PP Cotton Filter)
3. TDS IN Sensor
4. Carbon Filter (Active Carbon)
5. Low pressure switch
6. booster pump
7. Y Divider
8. Water Solenoid valves
9. R.O. Membrane
10. Nano filtration Membrane
11. Water Mixer
12. Active minerals cartridge
13. Ultra Filtration membrane
14. TDS out Sensor

Competitive Analysis



Company / Product	Key Features	Strengths	Limitations
SWORD Smart RO Purifier	Dual-Membrane (NF+RO), IoT-enabled, customizable TDS, mineral retention, 60% water saving	World's first dual-membrane smart purifier (patent pending), IoT control, mineral-rich water, eco-friendly	New entrant; limited brand awareness and distribution
Urban Company Native M2	Annual maintenance, filter replacements, and IoT monitoring services.	Comprehensive filtration, smart app, long service-free period	High price, limited semi-urban reach
Livpure Glo Smart	RO + UV + MF, app control, 7-stage, mineral addition	Affordable, mineral fortification, family capacity	App issues, higher maintenance cost
HUL Pureit ECO Saver	RO + UV + Mineral Fortifier, 7-stage, water recovery	Trusted brand, 60% water saving, smart alerts	Limited mineral retention, lacks IoT personalization
DrinkPrime (Subscription)	IoT-enabled subscription purifier, real-time monitoring	No upfront cost, proactive service, customizable	User doesn't own purifier, dependent on service

Market Size

The global water purifier market size was estimated in 2024 (USD)

\$45B

Global market size expected in 2034 (USD)

\$88B

The India water purifier market size was valued at USD

3350M

The market is projected to reach USD 7,119.1 Million by 2033, exhibiting a CAGR of

8.7%

Target Market



Geographic Focus

Tier-1 cities → high early adoption of IoT appliances.

Tier-2 cities → rising middle class, growing awareness of water quality issues

Future Expansion: Water-stressed international markets (Middle East, Africa, Southeast Asia)

Primary Customers (B2C)

Families in Tier-1 & Tier-2 cities- with mixed water sources.
Health-conscious consumers seeking customizable mineral-rich water.

Secondary Customers (B2B)

Corporate Offices & Startups
Premium Hospitality & Restaurants
Healthcare & Clinics
Schools & Institutions

Customer Persona

Urban families with kids
Working professionals in metro cities
Eco-conscious homeowners
Small businesses & cafes

Revenue Model

Product Sales

Direct sales of Smart RO Purifiers via online channels, retail partners, and distributors

AMC & Subscription Plans

Annual maintenance, filter replacements, and IoT monitoring services

Data & Insights Solutions

Regional water quality analytics for municipalities, industries, and research

Accessories & Upgrades

Replacement filters, add-on purification modules, and smart home integrations

Go-to-Market Strategy

D2C via website & e commerce, retail partnerships, and B2B installations

Focus on **Tier-1 & Tier-2** urban households, offices, and premium hospitality segments

Digital marketing, awareness drives, influencer promotions highlighting “healthy water + 60% less waste.

IoT-based support, AMC plans, referrals, and predictive maintenance.

Aim to Scale-up

Geographic Expansion: Expand from Tier-1 to Tier-2/3 cities and enter water-stressed global regions (Middle East, SE Asia, Africa).

Network Growth: Strengthen D2C channels, retail partnerships, and AMC/service networks.

Product Expansion: Launch compact, premium, and industrial models with smart add-ons.

Tech & Data Use: Leverage IoT data for predictive service, analytics, and recurring revenue.



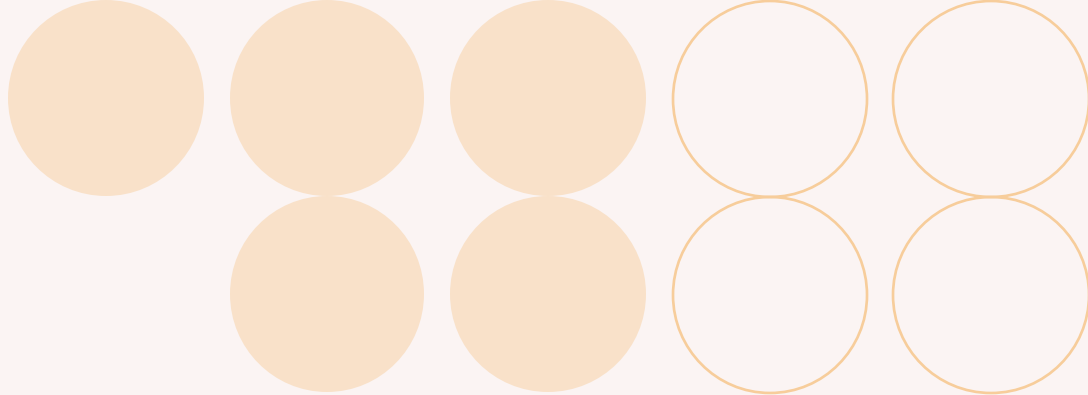
Fund Utilization

Category	% Allocation	Amount (₹)
Product automation & IoT PCB + app development	40%	₹80,00,000
branding & market launch	30%	₹60,00,000
operations & supply chain	20%	₹40,00,000
team & legal/IP work	10%	₹20,00,000
Total	100%	₹2,00,00,000

Fund Utilization (₹2 Cr)



Shared Values



Priyank Joshi

With 8+ years in purifier sales and a computer engineering background, Priyank blends technical expertise with market insight to drive smart, sustainable water solutions.



Jitendra Joshi

An ITI-trained electrician with 28 years at GETCO, Jitendra brings technical expertise, operational discipline and infrastructure knowledge to SWORD's foundation.

Thank You!

AI-Controlled

IoT-Enabled

Smart
Customization

Dual
Membrane

Mineral
Retention

Water Saving



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