Water-Tech startup Swajal refreshes its brand identity; becomes

'boon'

to celebrate water as a blessing to mankind

✓ The company offers clean, and sustainable drinking water to its extensive range of customers

✓ Post the brand revamp, Boon will introduce disruptive and novel products in the drinking water space by embracing innovation and technology

New Delhi (INDIA) 08, August 2022: Swajal, an Internet-of-Things (IoT) enabled global Water-Tech startup, has recently rebranded itself as 'Boon', following its expansion into major international markets. Boon will reflect the brand's philosophy of celebrating water as a blessing.

Boon is the brainchild of Dr Vibha Tripathi and Advait Kumar who ventured into this space because, while water is a very critical to the life, it has been frequently taken for granted, often incorrectly. Boon has headquarters in Singapore for an easy access to ASEAN markets and holds manufacturing and R&D centers in India. Boon's in-house research team has developed and patented IoT platform Clairvoyant. Clairvoyant is one of the world's first and most advanced dedicated platforms for online streaming data on quality of drinking water. The startup has enabled several eminent hotel chains and offices to do away with plastic bottles from their premises through this innovative technology.

Following its rebranding, the company will continue to focus on a robust business model while creating a significant impact by technology and design innovation. Boon is looking forward to introducing disruptive, novel products and technologies in the drinking water space. The brand will stay true to its core fundamentals of providing extensive experience and clean drinking water at an affordable price to its wide array of customers. Speaking on the milestone, Advait Kumar, the Co-founder of Boon, said, "progressing with Boon's core focus, we are proactively working with our hospitality and corporate partners to make plastic water entirely a thing of the past. Water in plastic bottles is not just harmful to the environment but also terrible for our health due to micro plastic leeching in our bodies. We are currently removing about 1 million plastic bottles daily and hope to scale that to 50 million plastic bottles worldwide daily in 5 years".

Commenting on the rebranding, Vibha Tripathi, the founder promoter of Boon, said, "At Boon, we always intend to bring one-stop solutions to two significant prevailing problems- eliminate the usage of plastic water bottles and give best quality water to all our clients. Boon, according to us, is all about empowering people to control their choice of water quality. Over the last few years, we have harnessed the power of technology to introduce our range of innovative water purifiers and serviced people from top to bottom of pyramid and our team is now working toward launching exciting technologies that would make water and purification more accessible and transparent".

The noble initiative of Boon has enabled the company to secure funding from the TDB (Technology Development Board, Department of Science and Technology) and garner support from significant international institutions like REEEP, UNDP, UNIDO, and WWF.

Our Commitment

We are committed to providing reliable and most affordable way of clean drinking water. The burden of getting water for families majorly falls on women which further decreases total family income and a woman's ability to work.

ABOUT BOON (SWAJAL)

Founded by Dr. Vibha Tripathi, Swajal is enabling access to clean water to people across the socio-economic spectrum. Swajal is a multi-award-winning IoT-enabled water purification solutions provider. The company offers mineralized purified water with ultrafiltration and RO for as low as 20 paise per liter. The mineralized water by Swajal, provides pocket-friendly access to clean water through point-of-use water machines in public areas. The IoT and cloud technology provide great visibility of its deployments and effective after-sales service – preventing service disruptions even in remote locations. Swajal's plug-and-play model and technology-intensive approach also bring greater cost-effectiveness and decrease operational overheads. The company, moreover, provides a seamless customer experience through flexible subscription-based services that leverage QR codes and RFID-based smart cards, while its franchise-driven model promotes local entrepreneurship and allows locally-generated revenues to be absorbed by the local economy.