

Piramal Sarvajal Installs Water ATMs at L&T Realty's Crescent Bay Bhoiwada Site

More than 1700 labourers working with several contractors at L&T Realty's site will have access to clean drinking water

Mumbai, 11th August, 2015: Piramal Sarvajal, part of Piramal Foundation has installed Piramal Sarvajal's remote monitoring enabled purification technology, and also its pioneering Water ATMs at L&T Realty's Crescent Bay Bhoiwada (Parel East, Mumbai) construction site. The water purification system will cater to more than 1700 labourers at the site.

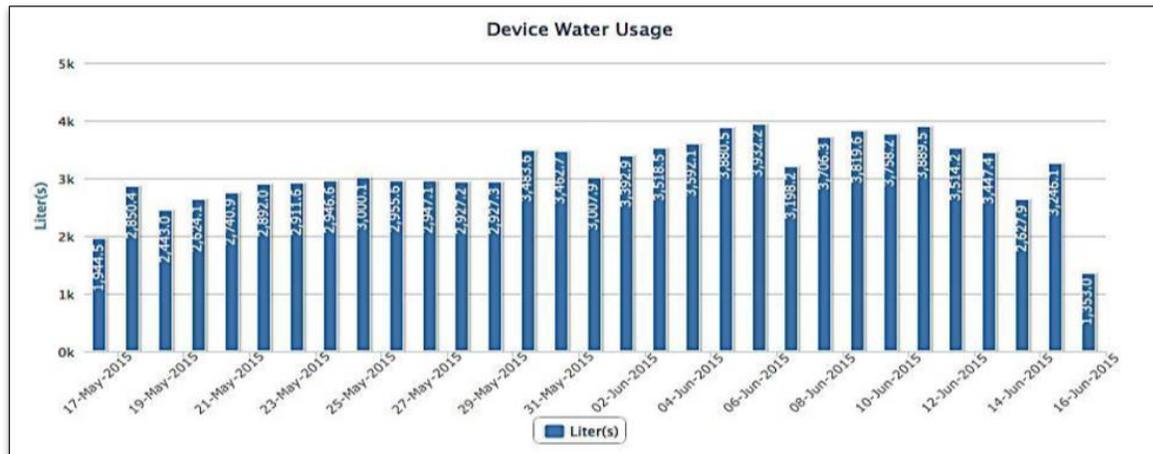
Mr. Vasu Padmanabhan, CEO, Piramal Sarvajal said, "In India, 73 million working days are lost due to water-borne diseases each year. There are more than 1700 labourers working at L&T Realty's construction site Crescent Bay Bhoiwada, Mumbai. Their only source of safe water for both drinking as well as cooking was water tankers, which were not completely reliable with regards to quality and makes them susceptible to water borne diseases."

In India, approximately 125 million people lack access to safe and clean drinking water. Nearly 75% of surface water is contaminated with bacteria. Almost 60% of the illnesses in adults and 85% of illnesses in children is caused by contaminated water. According to a UNICEF and FAO report, more than 1.5 million children every year succumb to preventable water-borne diseases such as diarrhea and cholera. As a result, low-income families spend 15- 20% of their annual wages for treating water-borne diseases every year.

L&T Realty has installed Piramal Sarvajal's purification technology and also its pioneering Water ATMs. The Water ATM is a solar powered dispensing device where the quality is remotely monitored and it's operated by 'smart' Water ATM cards that work using RFID technology. L&T Realty ordered one 500LPH (litres per hour) 5-stage purification machine (including RO, Reverse Osmosis, as well as UV, Ultraviolet filtration) along with 5 Water ATM units in April 2015. Within 10 days of placing the order, the purification machine and 2 Water ATMs had been installed at the site and Water ATM cards have already been distributed to labourers.

A senior spokesperson from L&T Realty said, "The safety and health of our labourers is high priority for us. Since the installation of Piramal Sarvajal ATM at the site, we have seen a significant rise in attendance, which is a result of the lesser number of sick days taken by the workforce due to common water borne diseases."

Total Volume Dispensed Daily from one Water ATM (first month of operation)



Source: Piramal Sarvajal. Data is accessible through Piramal Sarvajal's online enterprise management system

About Piramal Foundation: Piramal Foundation formally started in the year 2007. Today it addresses key issues in the sectors of healthcare (Piramal Swasthya), water (Piramal Sarvajal), education (Piramal Foundation for Education Leadership), and women empowerment (Piramal Udgam). It operates across 19 states in India, employs over 2000 people and impacts the lives of over 44 million.

About the Piramal Group: The Piramal Group, led by Ajay Piramal, is one of India's foremost business conglomerates with a global footprint. With operations in 30 countries and brand presence in over 100 countries, the Group's turnover exceeded \$1 billion in FY2015. The Group's diversified portfolio includes presence in industries like healthcare, financial services, healthcare information management, glass packaging and real estate. Driven by the core values of knowledge, action and care, the Group steadfastly pursues inclusive growth, while adhering to ethical and value driven practices. Piramal Foundation, the philanthropic arm, has initiatives running across healthcare, water, education, and women empowerment in 19 states in India.

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