



**MATKA JAL**  
EARTH IN EVERY SIP



# India's First

SUSTAINABLE HYDRATION ECOSYSTEM

EST: 2026

MADE IN INDIA



HANDMADE CLAY BOTTLES | ALKALINE  
WATER | BIODEGRADABLE PACKAGING  
| EV DELIVERY | SOCIAL IMPACT

INVESTOR PITCH DECK

JUNE 2026



## - THE OPPORTUNITY



**THE WORLD IS MOVING TOWARD SUSTAINABLE CONSUMPTION.**

**CONSUMERS TODAY WANT:**

- HEALTHIER HYDRATION
- LESS PLASTIC WASTE
- ENVIRONMENTALLY RESPONSIBLE BRANDS
- PRODUCTS WITH SOCIAL IMPACT

**THE WATER INDUSTRY IS STILL DOMINATED BY SINGLE-USE PLASTIC.  
MATKA JAL IS BUILDING THE NEXT GENERATION OF HYDRATION.**

# – THE PROBLEM



## 01. PLASTIC BOTTLES

- ENVIRONMENTAL POLLUTION
- SINGLE-USE WASTE

## 02. REFRIGERATED WATER

- ELECTRICITY CONSUMPTION
- CARBON FOOTPRINT

## 03. TRADITIONAL CLAY COOLING

- LIMITED SCALABILITY
- NO ORGANIZED DISTRIBUTION

CURRENT DRINKING WATER SOLUTIONS  
CREATE MULTIPLE CHALLENGES:

## – OUR SOLUTION

# A COMPLETE HYDRATION ECOSYSTEM COMBINING:

- ✓ ALKALINE PURIFIED WATER
- ✓ HANDMADE NATURAL CLAY BOTTLES
- ✓ NATURAL COOLING TECHNOLOGY
- ✓ BIODEGRADABLE WATER POUCHES
- ✓ ELECTRIC VEHICLE DISTRIBUTION
- ✓ SOCIAL IMPACT CONTRIBUTIONS



EVERY SIP IS HEALTHIER, COOLER AND MORE SUSTAINABLE.

MATKA JAL.IND



# MISSION AND VISION



## MISSION:

"TO BECOME INDIA'S MOST TRUSTED SUSTAINABLE HYDRATION BRAND, TRANSFORMING THE WAY PEOPLE CONSUME WATER THROUGH NATURAL, ECO-FRIENDLY, AND SOCIALLY RESPONSIBLE SOLUTIONS."



## VISION:

"TO PROVIDE NATURALLY COOLED, HIGH-QUALITY DRINKING WATER THROUGH HANDMADE CLAY BOTTLES, BIODEGRADABLE PACKAGING, AND SUSTAINABLE DISTRIBUTION SYSTEMS WHILE SUPPORTING INDIAN ARTISANS, REDUCING PLASTIC WASTE, AND CREATING SOCIAL IMPACT THROUGH EVERY SIP."

**DRINK NATURALLY. LIVE SUSTAINABLY.**

## – MARKET OPPORTUNITY



# A MASSIVE OPPORTUNITY TO TRANSFORM INDIA'S HYDRATION INDUSTRY

### CONSUMER TRENDS DRIVING GROWTH

- ✓ RISING DEMAND FOR HEALTHY HYDRATION
- ✓ GROWING AWARENESS OF SUSTAINABILITY
- ✓ SHIFT AWAY FROM SINGLE-USE PLASTICS
- ✓ INCREASED ADOPTION OF ECO-FRIENDLY PRODUCTS
- ✓ GROWING PREFERENCE FOR PURPOSE-DRIVEN BRANDS

## – PRODUCT BENEFITS

# WHY CHOOSE MATKA JAL? FOR CONSUMERS



### ● ALKALINE PURIFIED WATER

#### Benefits:

- Helps maintain body pH balance
- Better and faster hydration
- Supports healthy lifestyle
- Helps reduce acidity
- Keeps body fresh and active

### ● NATURALLY COOL CLAY POT.

#### Benefits:

- Keeps water naturally cool
- Improves taste of water
- Eco-friendly & chemical-free
- Maintains natural freshness

# BUSINESS MODEL AND PRICING

## DRINK HERE MODEL (B2B2C)

### Partner Locations:

Restaurants, Cafes, Gyms, Hotels, Corporate Offices

### Customer Price:

- ₹10 per drink

### Social Impact:

- ₹1 from every drink contributes to social initiatives.



## ALKALINE WATER POUCH (B2B2C)

### Biodegradable Alkaline Water Pouch

MRP: ₹8 per pouch

### Distribution Channels:

- Retail Stores, Kirana Stores, Cafes, Restaurants, Gyms, Wholesalers



## TAKEAWAY MODEL (D2C)

Matka Jal Handmade Clay Bottle + Alkaline Water

### Selling Price:

₹149

### Sales Channels:

- Matka Jal Website
- Blinkit
- Quick Commerce Platforms





# REVENUE STREAMS

1. Franchise Fees
  2. Bottle Reorders
  3. Drink Here Sales
  4. Website Sales
  5. Blinkit Sales
  6. Water Pouch Distribution
  7. Future State Expansion
- Multiple recurring revenue streams.

## MAHARASHTRA LAUNCH PLAN

### Cities:

- Mumbai
- Pune
- Thane
- Nashik
- Nagpur

### Objectives:

- Build Franchise Network
- Launch Drink Here
- Launch Website Sales
- Establish Distribution Channels





**FOR EVERY DRINK HERE PURCHASE, ₹1 IS ALLOCATED TO THE MATKA JAL IMPACT FUND.**

**OUR MISSION IS TO LAUNCH THE:**

# **MATKA JAL WORLD TOUR**

**A LONG-TERM INITIATIVE TO TRAVEL ACROSS INDIA AND THE WORLD, PROMOTING SUSTAINABLE HYDRATION AND HELPING COMMUNITIES ACCESS SAFE DRINKING WATER.**



## **OUR VISION**

- **100+ Cities**
- **1000+ Business Partners**
- **Millions of Consumers**
- **Millions of Plastic Bottles Replaced**
- **Thousands of Artisans Supported**
- **Creating India's largest sustainable hydration network.**



# MATKA JAL

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## CONTACT US



**Website**

[www.matkajal.in](http://www.matkajal.in)



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**DRINK NATURALLY. SUPPORT ARTISANS. PROTECT THE PLANET.**

Naturally  
cool water



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