RUBICON COMPETITIVE ANALYSIS (SUMMARY)

COMPARISON	PRIDECO	PROCTER & GAMBLE	KATADYN	EUREKA FORBES HINDUSTAN UNILEVER LTD TATA CHEMICALS	ENVIRONMENTAL PLANNING GROUP Ltd	WATERWORKS HOLDINS INTERNATIONAL
Brand Name	Rubicon	PuR Purifier of Water	Micropur	Prueit/Tata Swatch	EPGL	UV Waterworks
What it is?	Blend of inorganic persulphate salts, anti-microbial human friendly acids and coagulant with excellent flocculation properties	Blend of ferric sulphate and calcium hypochlorite	Silver chloride complex with silver ions	Water purifiers that operate with replaceable filters Filters battery operated or combination of paddy hush and silver particles	Small scale Reverse Osmosis plants operated in metropolitan areas for institutions	Small scale Ultraviolet (UV) treatment plants that operate in partnership with communities
Description	Conditioning of drinking water at point of use, complementary to UV, ozone & other disinfection processes with good residual value	Used in combination with filter to make contaminated water potable through coagulation & disinfection at point of use	Available in tablet, powder & liquid format Inactivate bacteria in tanks & containers up to 6 months	Portable water purifiers with replaceable filters are used in homes Kill up to 80% of bacteria causing water borne diseases	Provide solutions (containerized water) to commercial, academic and other institution	High dose of UV inactivates micro-organisms, use gravity driven flow channel

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Features	Environmental friendly, non-toxic & safe, free from chlorine, bromine & iodine Destroys spores, bacteria, viruses & most common pathogen organisms	Chlorine based Removes chlorine resistant parasites, destroys bacteria & viruses Leads to average 50% reduction in incidence of diarrhoea	Chlorine based Suspended matter in cloudy water weaken effect of chlorine and silver ions	Requires no running water or energy to operate Distribution & support in remote & rural areas seem difficult and ineffective	Technology won various innovation rewards in India Requires electricity infrastructure to operate	Free of chemicals & carcinogenic DBPs Energy efficient & does not require high pressure No residual value & suffers from same limitations as large scale UV plants
Markets	Africa's remote & rural areas, informal settlements Disaster relief	Pakistan, Kenya, Uganda, Haiti, Dominican Republic Disaster relief	Global travel & leisure Disaster relief	India metropolitan areas	India metropolitan areas	India metropolitan & rural areas
Marketing Channels	Commercial & social distributors to Governments / NGOs	Social model partnering with NGOs Disaster relief agencies at cost	Via niche outdoor stores, internet Credit Card sales	Eureka Direct sales outlets HUL & Tata retail outlets	Plants installed in metropolis, sells water directly to public in containers	Implement community funded plants, sells directly to community

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Capacity/Scaling	Micro sachets for mass distribution Will also be packaged in tablet format, large bags	Micro sachet for mass distribution with filter	Packaged in small (1t/ℓ) & large (1t/10ℓ) tablets, powder (1g/100ℓ) & liquid (1ml/10ℓ)	4.5-18ℓ per purifier, filter cartridges lasts 1,500-3,000ℓ before replaced	100-2,000ℓ/hr. or 2,400-48,000ℓ/day	60,000-200,000ℓ/day
Comparison	Prideco Holdings	Procter & Gambler	Katadyn	Eureka Forbes Hindustan Unilever Ltd Tata Chemicals	Environmental Planning Group Limited	Waterworks Holdings International
Pricing Models	US$0.11-0.27 / 25$\ell$	US$0.10 / 10$\ell$	US$21.75-26.10 / 100-1000$\ell$	US$22-150 / purifier ~US$8 per filter	US$0.06 / 20$\ell$ container	US$0.07 / 20$\ell$ container
Effective Cost	US$4.27-10.67 / m^3	US$10.00 / m^3	US$21.75-246 / m^3	US$1.50-3.00 / m^3	US$3.00 / m^3	US$3.50 / m^3