

Sanilogy

Sustainable Sanitation Technology

“Sanilogy: India’s First Deep-Tech Platform for Clean Public Infrastructure – Powered by AI, IoT, and Real-World Ops Experience”

How to keep **Public Facility** Clean & Hygienic Always In India ?

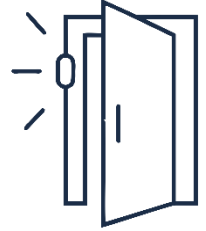


Problem in **Public Toilet**

- India has over **6.3 lakh public toilets**, yet most remain unhygienic, **poorly maintained**, and underutilized.
- **Manual systems** lead to inefficiencies, delayed maintenance, and **zero accountability**.
- Citizens **avoid public toilets** due to **cleanliness** and safety concerns.
- **ULBs and PPP operators** lack real-time visibility and **no integrated digital tools**



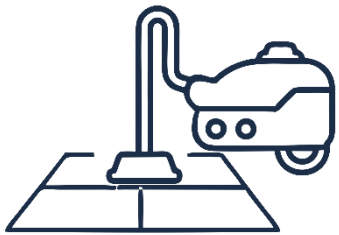
Concept Model -1 Auto Clean POD Toilet



Automatic **Entry** System



User **Feedback** System



Automatic **Floor** Cleaning System



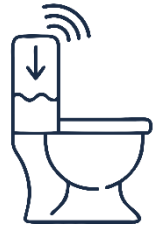
Toilet **Seat** Cleaning System



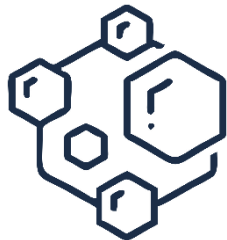
Toilet **Bowl** Cleaning System



Real Time Monitoring System



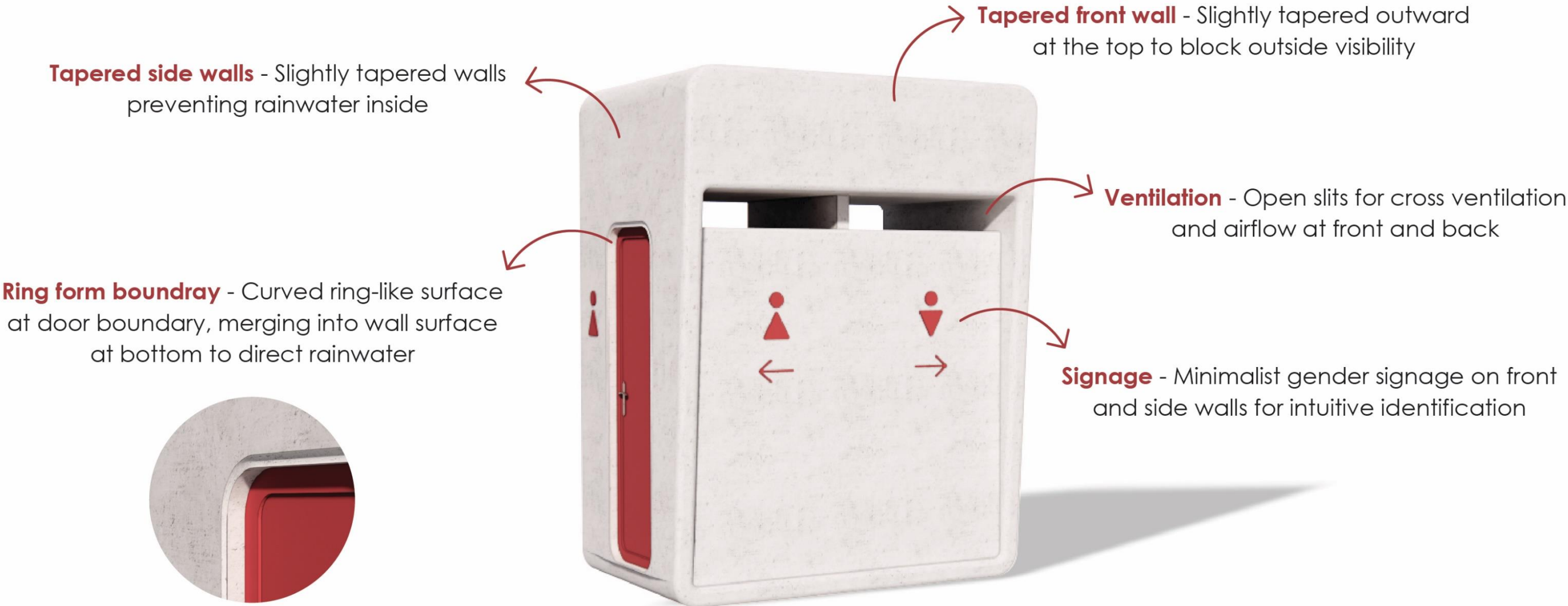
Modular Infrastructure



Low Cost



Concept Solution 2 – Precast Toilet (Rural Design non Tech Passive Design)



Unibody
Infrastructure Design



Vandal Proof
Design



Plug & Play
Toilet

Concept Solution 2- Precast Toilet (Rural Design non Tech Passive Design)

Water Tank Placement - Roof mounted concealed tank hidden by extended front and side walls



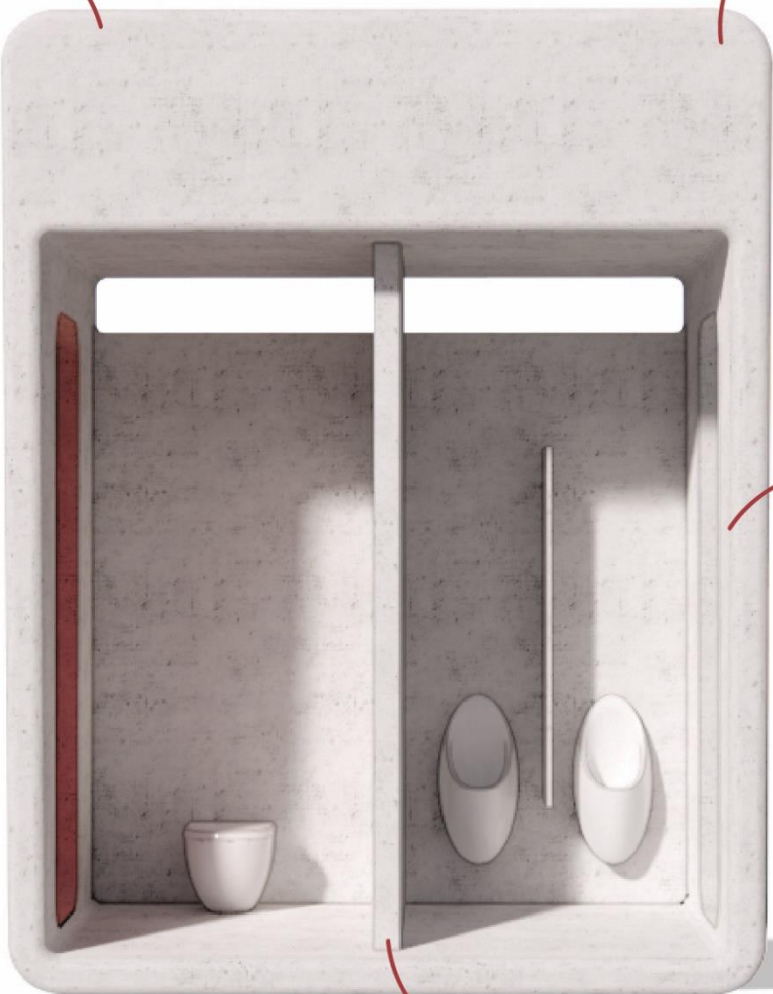
Round and Seamless Edges - Cuboidal form with rounded edges to ensure safety and easy maintenance



Manufacturing and Finishing - Cast in concrete in unibody with finish of limestone or epoxy resin for ease in cleaning

Women

Men



Partition wall - Slightly tapered towards front for easy demoulding



Low Water Consumption



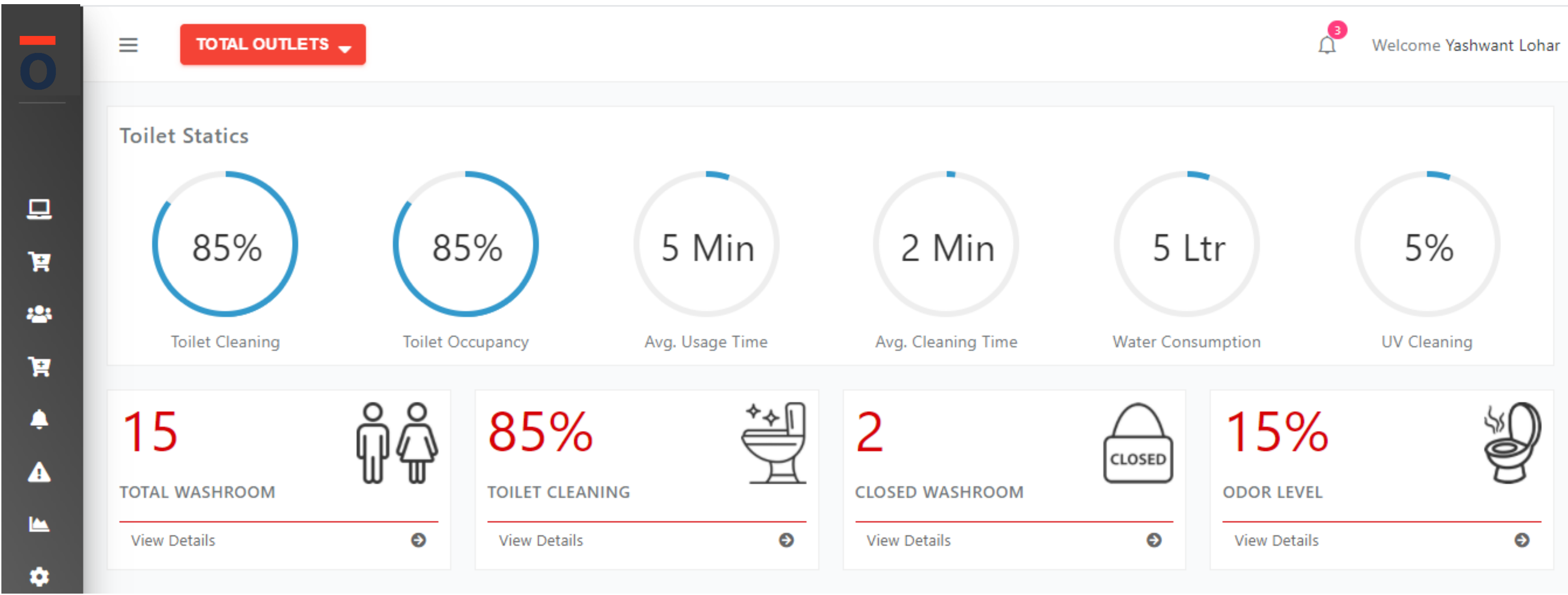
Minimum Cleaning Required



low Cost

Concept Solution 3 - AI + IoT Based Platform

For the Public Toilet /Facility Management



Public Facility Management - Features


1  Automatic **Entry** System

3  **Real Time** Monitoring System

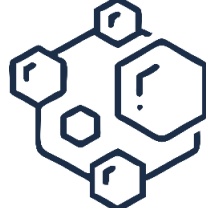
5  **Inventory, Asset, and Staff** tracking System

7  **low Cost in** Operation SaaS and Hardware



2  User **Feedback** System

4  Maintenance **Ticket and Record** System

6  **Plug & Play** Technology

8  **Audit and Quality** Management System

Market Size

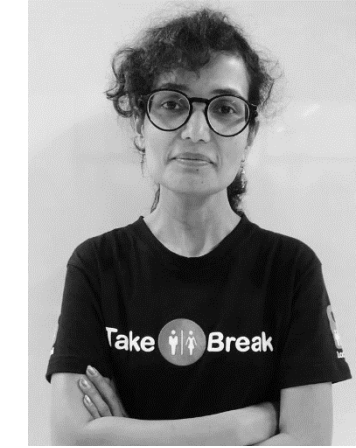
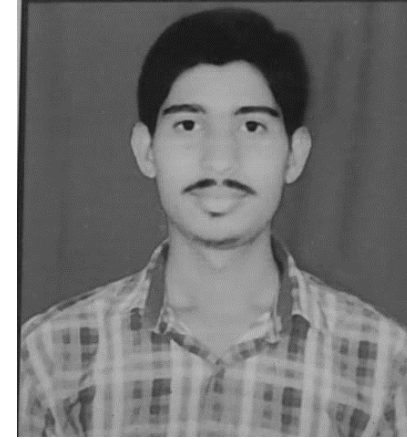
Market Size Estimation: Sanilogy as Facility Management SaaS

Metric	Estimate
Addressable Units (India)	4,50,000 buildings (govt + private) + STPs
Avg Monthly SaaS Revenue	₹2,000 per building
Annual TAM	$₹2,000 \times 4,50,000 \times 12 = ₹10,800 \text{ Cr}$
Annual TAM (USD)	$\approx \$1.3 \text{ Billion (at ₹83/USD)}$

Market Break Down

Market Stage	Units	Annual Revenue (INR Cr)
TAM (India-wide)	4,50,000	₹10,800 Cr
SAM (Tier 1 & 2 cities)	1,00,000	₹2,400 Cr
SOM (3–5 yr target)	10,000	₹240 Cr

Why US – 8+ yrs Exp. Public Design and O&M



Yashwant Suthar,

CTO - Founder

Master Of Design (IIT Delhi)

Strategy , Planning & New
Product Development

Total 16yrs experience.

Startuppreunner from 2014 and
9 Yrs Public Toilet Design,
Operation And Management
Experience

Neelam Singh,

CEO, Co-Founder,

Operation, and Finance

07 years' experience in Audit
& Quality Control. 08 Year
Experience in public toilet
operation and management

Educational Qualification

O B.Ed

O B. A.

Professional Experience

- Assitant Manger in
Circulation at Danik Bhaskar
2013 – 2016
- Back-office manager 4yrs
experience in various private
organization.

Ayush Sharma

(Outsourced)

Embedded Developer

08 Yrs Experience in
Embedded design and
development .

BE in Electronics and
Communication

Krutika Pache

Operation and admin

Manager

11Yrs Exp. In Operation
and 03 Year
Experience in public
toilet operation and
management

Project Roadmap

Prototype AI + IoT
toilet module (entry,
sensors, alerts)

partner with 3 city
bodies under PPP



0-6
Months

9-12
Months

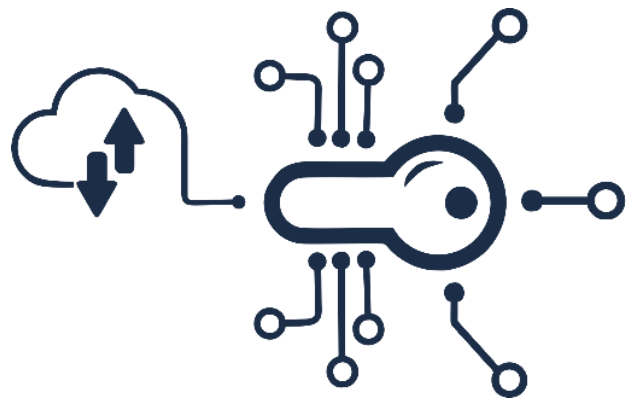
12-18
Months

18-24
Months

Field test in 2 pilot
locations (1 govt + 1
private)

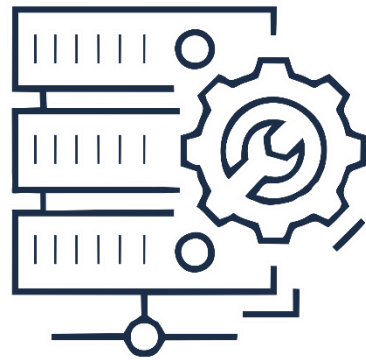
Reach 50 toilet
installations, start
generating early
SaaS MRR

Business Model



- **POD/Precast Toilet** – Standalone single/twin user pod toilet
- **IOT Hardware** – One Time IoT Hardware Sale and AMC
- **SaaS-based** - Sanitation Management Platform
- **Modules:** Entry management, Feedback, IoT sensors, Ticketing, Inventory, Staff attendance and Audit & Quality
- **Add-ons:** Odor detection, auto-fragrance, ESG dashboards
- **Scalable** from 10 to 10,000+ toilets

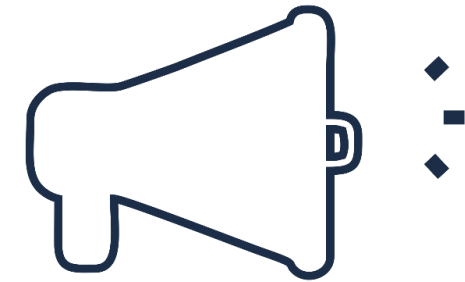
Revenue



POD + IoT
Technology **As**
Hardware

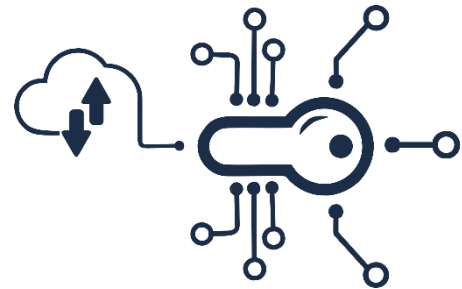


AI + IoT Platform
As SaaS



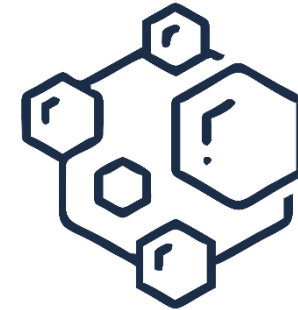
Exterior /Interior
Digital Advertisement

Competitive Advantage



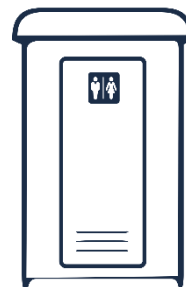
Sanitation-focused SaaS platform

Sanitation-focused SaaS platform
built on 8+ years of real operations
experience



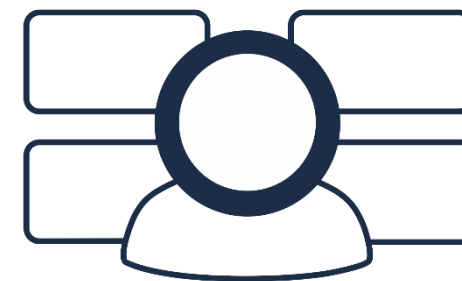
Plug & Play Technology

100% Modular In Design
Easy to install



Aligned With Govt Need

PPP Mode System
Swachh Bharat Mission



Management Expertise

8 Public Toilet Operation &
Management

Why **Now**



Economic Forces: Urban infrastructure & ESG reporting demand digital facility management (Swachh Bharat, Smart Cities)



Social Forces: Cleanliness, transparency, and citizen hygiene expectations are rising



Technology Forces: IoT, AI, and SaaS enable cost-effective, scalable infrastructure monitoring

THANK YOU



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