



Universal Water Registry

....because water is universal

# PITCH DECK

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[www.uwaterregistry.io](http://www.uwaterregistry.io)



# Welcome To UWR

The Universal Water Registry (UWR) Standard and Registry, aims to introduce the World's 1st framework and protocol for better waternomics with the next-generation model of mining voluntary or verified water offsets/credits from a wide range of green projects that is far more efficient, faster, cheaper, de-centralized in transfer and convenient for every small green project involved in rainwater harvesting, unutilized water or wastewater recycling with gainful use and groundwater recharge activities **globally**.

## About UWR

The objective of the voluntary water offset program is supported by the **UWR RoU Standard** that aims to drive water harvesting, recharge and conservation efforts, defined as: the actions taken for capturing/recycling/reusing unutilized sources of water that is socially and culturally equitable, environmentally sustainable and economically beneficial, achieved through site and catchment based actions independent of water quality parameters. Water credits or Rainwater offset Unit (RoUs) issued under the UWR framework, represent a quantifiable amount of unutilized water conserved, harvested, saved or recharged-typically in terms of one cubic meter or 1000 liters of extracted groundwater or depletion of existing water resource equivalent avoided.

In a new and path breaking initiative, UWR has designed the RoU eligibility criteria to reward sustainable groundwater and water conservation development, with rules that are standardized and facilitates ESG/Net Zero finance/capital flows in the traditional as well as emerging digital Web 3.0 space involving **Real World Asset or RWA altcoin tokenomics** using blockchain technology.



## Team Members



## DLT & Blockchain Advisor



## Advisors



## Mr Vihar Pancholi Co-founder

MBA, M.Sc. in Applied Chemistry

He has over two decades of experience in the installation of Renewable Energy Projects viz. Waste to Energy, Biomethanation, BG2Power Projects, Waste Water Treatment and other green projects across various sectors.



## Mr Kishore Butani Co-founder

Environmental Engineer (M.S.),  
B.E. (Civil Engineering)

With over two decades of experience in carbon trading, he has been associated with the voluntary carbon markets across all Indian industrial sectors and is a recent crypto-RWA carbon and water altcoin maximalist.

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## Water Credits An Essential Tool For Corporate Net Zero Action: New IETA 2025 Guidelines Released





## Our Vision....

to create market incentives for **water conservation activities globally** at the speed & scale the climate crisis demands

01

**Showcasing water credits as a viable environmental attribute/market tool to combat climate change and build water resilience**

With over **10 million water credits** registered since **2023** across all sectors including **residential clients in Kerala**, to **rural farmers in Gujarat** and corporate clients such as **Serum Institute and Zydus**, UWR has **successfully** showcased and implemented its "Vision 01," especially on the supply side of the water trading market.

02

**Improvize upon the current trading dynamics plaguing the voluntary environmental markets in regards to scaling climate finance**

UWR believes that **retail participation** will be key to bridging the climate finance gap of \$100 billion a year for each developing country. The climate crisis **is too big, too serious and too urgent** to rely on the resources of public institutions alone. Developing countries need \$2-4 trillion annually to avert catastrophic climate change. Mobilizing private capital at scale is critical to meeting this financing need.

[Trade finance is expected to play a substantial role in USD 30.1 trillion tokenized real-world assets \(RWAs\) market by 2034](#). At UWR, we aim to become the leading supplier of water RWAs for "tailored" NAV DLT token plays globally. Water credits have the potential to become one of the top tokenized assets globally in the next two years.

03

**To turn water credits into an asset class which can be pledged as collateral by farmers for agricultural loans**

Water credits as a new asset class can improve the green financial market infrastructure and open doors to innovative applications in decentralized finance (DeFi). New business models envisioned include water ETFs, payment or loyalty or reward systems, wealth management, retirement planning, trading, custody, and lending products.



# Our Mission

01

## Showcase Water Digital Assets To Drive Real-World Climate Impact

UWR aims to address the coordination failure that has held back the global scale-up of climate finance. UWR aims to facilitate water credit trading to drive environmental markets forward. UWR aims to build novel climate finance applications in the water market.

02

## Public And Permissionless

The UWR water credits treasury, and its permissionless trading bridges are geared towards being open and accessible to fintech developers and climate market participants. Our aim is to facilitate the seamless entry of every small water harvesting and conservation project owner at par with large developers and command prices that create real ground impact globally.

03

## Innovations In Water Markets To Achieve Global Climate Goals

As digital innovations are starting to mature, UWR aims to evolve in response to stakeholders demands to focus on activities to resolve an array of challenges, including growing partnerships beyond India and digital communities, supporting knowledge creation and sharing, as well as creating resources to accelerate growth of water credits as a key climate fintech solution and co-creating collaborative efforts for shared data and digital innovation in water markets to help empower retail climate investors and clean tech stakeholders.



# Our Service

01

## Infrastructure

Water Credits Framework, Eligibility Scopes, Issuance and Crediting Guidelines, Registry Infrastructure, Trading, Transfer and Token creation Infrastructure.

02

## Methodologies

Tools and guidance on developing new methodologies to address emerging water harvesting and conservation measures.

03

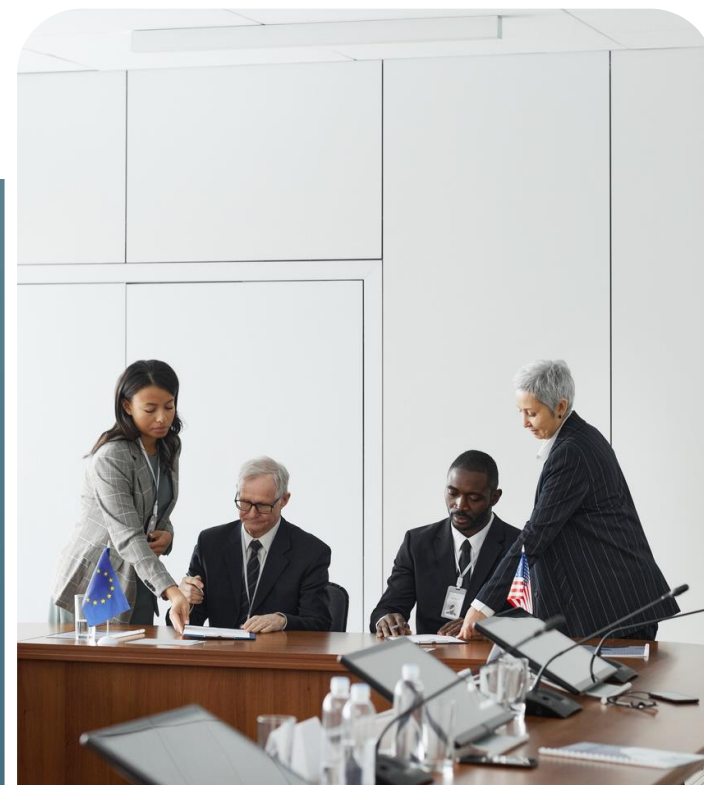
## Web3 and DeFi

UWR promotes water credits tokenization to revolutionize climate investment accessibility and partners to co-develop digitally-enabled innovative solutions that empower stakeholders to achieve ambitious climate action goals around water.

04

## Capacity Building

UWR enables water harvesting and conservation projects installed anywhere worldwide, access to its water credits ecosystem in order to build capacity to synergize and amplify efforts to build water resilience.





# Our Recent Projects

## Rainwater Harvesting Recharge Project, Kadusonnapanahalli, Karnataka, India

Rainwater Harvesting Recharge systems (RWHs) during the monsoons and ensures that the rainwater runoff is harvested and flows into the linked recharge/soak pits that recharge the groundwater aquifer and also provide potable water supply via recharged borewells to the local villagers post monsoons.

**52000 WATER CREDITS ISSUED (\*\*STATUS SOLD OUT\*\*)**

## Rainwater Harvesting and Reuse through Farm Ponds, Banaskantha, Gujarat, India

Farmers ensure that the rainwater runoff is harvested and flows into the farm pond that provides potable water supply to them during post-monsoons for irrigation and other usage.

**62000 WATER CREDITS ISSUED**

## Artificial Wetland Groundwater Recharge Project by Zydus Infrastructure, Gujarat, India

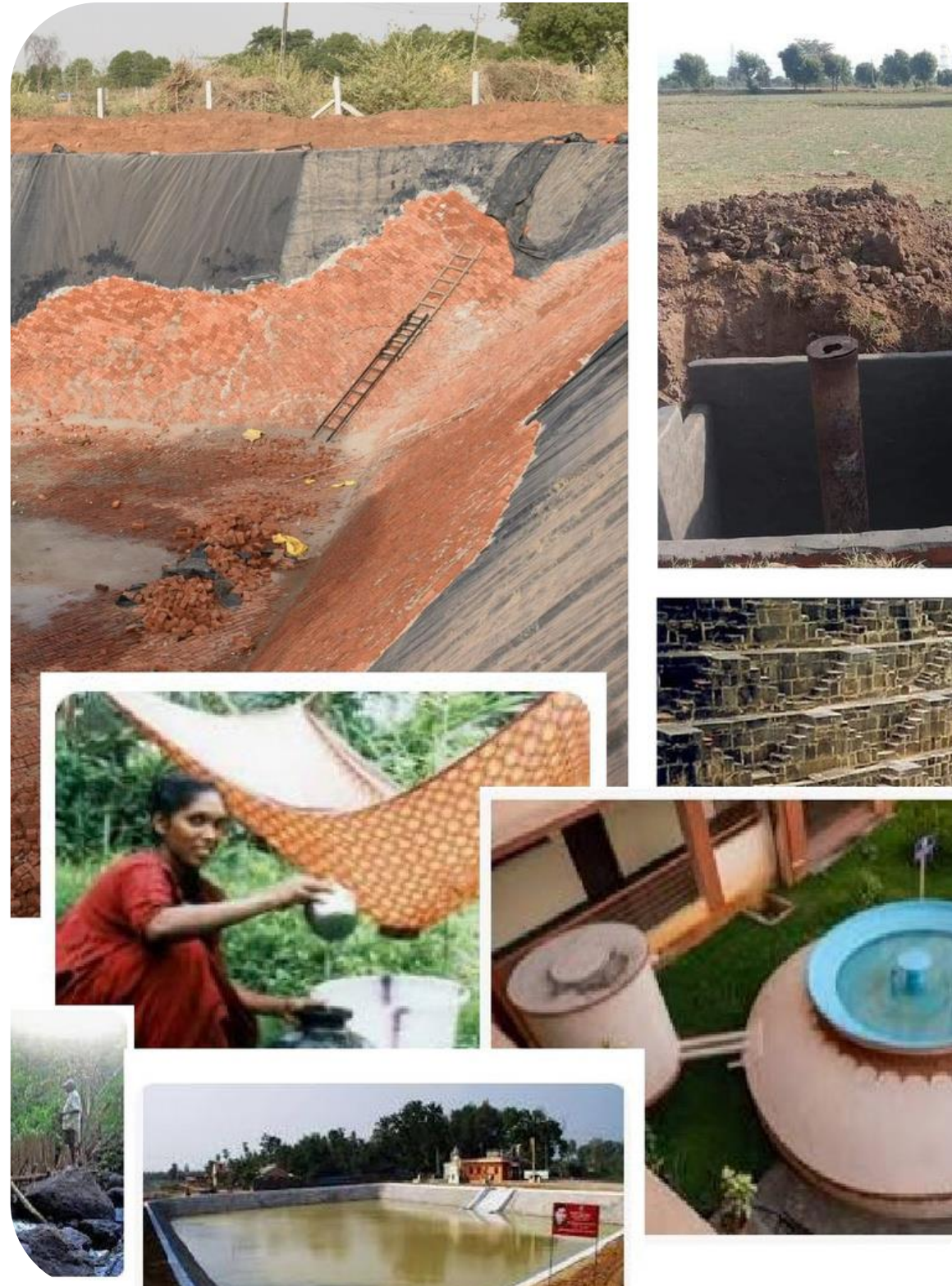
M/s. Zydus Infrastructure Pvt. Ltd (ZIPL) has setup groundwater recharge wetlands (man-made wetlands) that allow water to gradually percolate through the soil and recharge the aquifer within the project boundary. These recharge wetlands also attracts various species of migratory birds, hence helping promote biodiversity within the project boundary.

**1.2 MILLION+ WATER CREDITS ISSUED**

## Contaminated River Treatment Project by Serum Institute, Pune, India

Serum Institute of India Pvt Ltd (SIPL), operates a membrane bioreactor based river water treatment and recycling plant, which results in clean and safe drinking water from a previously contaminated and unutilized water resource (Mula-Mutha River, Pune). The contaminated river is located outside the project activity boundary and showcases SIPL's commitment towards water stewardship and efficiency

**3.2 MILLION+ WATER CREDITS ISSUED**







# Our Recent Marketplace Launch

## Asia's 1<sup>st</sup> Water Credits Marketplace (October 2025)

In a landmark development for global environmental finance, Universal Water Registry (UWR) today announced the launch of UWRXpress, Asia's 1st global e-commerce marketplace for verified water credits. This pioneering platform emerges as a crucial bridge between tangible environmental action and the evolving digital finance landscape, launching at a time when India is actively shaping its real-world asset finance blockchain policy framework.

The marketplace was launched by Minister of State, Shri Mukeshbhai Patel, Forest and Environment, Climate Change, Water Resources and Water Supply, Gujarat in the presence of Mr. Vihar Pancholi, CEO, UWR.

## Marketplace Features Driving Transparency

The UWRXpress platform incorporates several innovative features:

- Direct e-commerce integration within the UWR registry enabling instant credit purchase and retirement only
- Seller-determined pricing model that ensures fair value recognition for conservation efforts
- Zero transaction fees for buyers, supported by a fixed listing fee structure for UWR account holders
- Integrated water footprint calculator providing actionable insights for sustainable water management
- QR-coded retirement certificates ensuring immutable, publicly verifiable environmental claims
- Diverse project portfolio spanning water conservation initiatives across Asia and Latin America

The marketplace showcases voluntary water credits from projects including artificial lake groundwater recharge initiatives by farmer foundations and wastewater recycling programs by educational institutions and corporate clients.





## Our Contact



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THANK YOU

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