

Planet Smart City manages 1 billion Litres of Water in Pune

~Over 15,000 households benefit with reduced water and electricity costs~

Key Highlights:

- Over **1 billion litres** of water managed
- **100,000+ kWh** power efficiently managed
- Services extended to **60+ societies and over 15,000 households**
- Successfully installed **600+ IoT devices** across societies

Pune, 12th October 2023: Planet Smart City, a leading global player in the affordable and aspirational housing market integrating Proptech and ESG-compliant solutions in real estate developments, has added another feather to its cap. The Proptech solutions company has helped manage 1 billion litres of water across 15,000+ households in Pune.



As Pune-kars are grappling with the ongoing water crisis in Pune brought on by the dwindling water resources, and rapid urbanization, Planet Smart City's Planet SIM emerges as the innovative solution of the hour. Developed by its Digital Business unit, Planet SIM collects data to understand consumption patterns and identify outliers to trigger corrective action. The deployment of the platform in over 60 societies has resulted in substantial water and energy savings.

Commenting on this achievement, **Mr. Marco Pilia, Managing Director India at Planet Smart City**, stated, "Planet Smart City is dedicated to establishing affordable housing communities that prioritize environmental consciousness. Since the initial deployment of Planet SIM in Pune's residential societies a year ago, we have successfully managed over 1 billion liters of

water, resulting in significant reductions in utility costs for societies. With our innovative solution, each society has achieved substantial annual savings in terms of water usage, manpower and electricity, leading to both significant financial benefits and a noteworthy reduction in our collective carbon footprint."

"Upon close examination of water consumption trends in Pune's residential societies, we've noted the water requirement ranges from 300 to 600 liters per household per day. Traditionally, these societies have been responsible for managing their water resources

Planet Smart City remains dedicated to its vision of creating sustainable, inclusive, and connected communities and aims to reach hundreds of societies before the end of 2023

Source: Planet Smart City's advanced water management system, Planet SIM, internally developed by its Digital Business Unit

independently. However, following the implementation of Planet SIM, we have the potential to decrease society water usage by an impressive 20 to 25 percent. This monumental achievement not only signifies our commitment to sustainable water management but also has a cascading effect on overall power consumption. Through this initiative, we've successfully achieved a notable reduction in overall power consumption, ranging from 8 to 10 percent." Added **Mr. Mukund Deogaonkar, Director India Business, Planet Smart City.**

Planet Smart City's Planet SIM aims to reach hundreds of societies before the end of 2023. Owing to the ongoing water crisis in Bengaluru, the digital unit is ready to expand its offerings to the Silicon Valley of India.

About Planet Smart City

Founded in 2015 by real estate entrepreneurs Giovanni Savio and Susanna Marchionni and chaired by physicist and entrepreneur Stefano Buono, Planet Smart City is a leading proptech company that designs and builds smart and affordable neighbourhoods in countries with high housing deficits and collaborates with real estate developers around the world to improve people's quality of life. Planet Smart City's mission is to design and build smart neighbourhoods that host smart, inclusive and sustainable communities by integrating innovative economic, ecological and social solutions. The research and development of innovations are entrusted to Planet Lab, Planet Smart City's Competence Centre based in Turin, Italy, which is also responsible for integrating smart solutions into projects through Planet advisory and digital business units. The Planet Smart City format is successfully applied in Brazil, where four projects are currently being implemented: Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva!Smart. In 2020, operations started in India. In Europe, Planet Smart City collaborates with leading real estate developers in several smart social housing projects. Since 2015, Planet Smart City has raised US\$186 million from more than 400 institutional and private investors, current forecast for 2022 Year End adjusted revenues tops US\$114 million, and currently more than 1,700 people worldwide work for Planet. The company, headquartered in London, has direct offices in four countries (UK, Italy, India and Brazil) and currently has 10 projects under development. Planet Smart City aims to become the world leader of smart, affordable housing projects in its target countries (Brazil, Colombia, Mexico, India, Indonesia and Vietnam) after 2030.

For More Info: <https://planetsmartcity.in/>

Media Contact:

planetsmartcity@adfactorspr.com