

Asani.io

The Future of Utilities Management

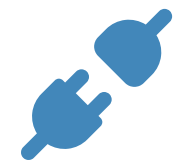
Smarter Utilities. Greener Operations.

Problem

The energy and water sectors face critical inefficiencies:



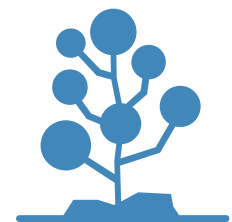
Unmonitored utility usage across world



Data lives in silos for utility companies



Wastage of critical resources in industrial and commercial settings



ESG, water equity, and carbon compliance not addressed holistically

We Optimize Water & Energy End to End

Your Partner in Smart, Sustainable Water Management & Utilities Monitoring

Organizational Efficiency



We streamline fragmented workflows into data-driven, cost-efficient systems for utilities and water.

Operations Revamp



We modernize outdated processes, enabling real-time visibility, control, and accountability.

Non-Revenue Water Reduction



We help identify, monitor, and reduce water loss and inefficiencies, converting waste into recoverable revenue.

SCADA-Driven Intelligence



Our SCADA solutions enable live system monitoring, fault detection, and proactive water network control.

Customer Support Centers



We design digital-first, responsive support centers that improve citizen experience and service delivery.

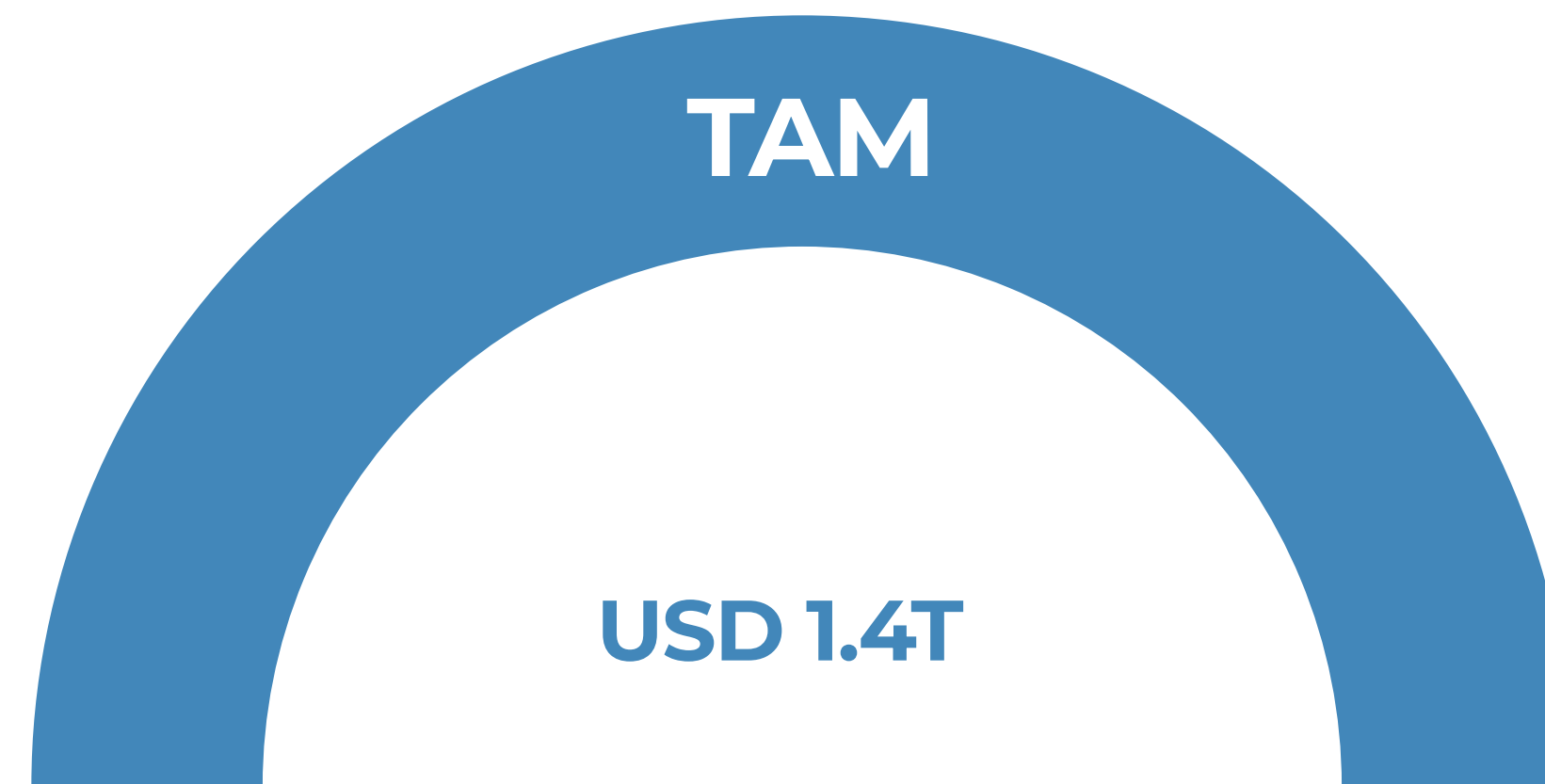
We drive quantified performance improvements in energy, water, and beyond.

Competitive Overview

Features/Certification					
Modularity of Product Line	✓	✓	✓	✓	✓
Water Distribution Certification	✓	✗	✗	✗	✗
D2C Model with Low Cost	✓	✗	✗	✗	✗
Speed in Deployment	✓	✓	✗	✗	✗
In-House Production	✓	✓	✓	✓	✓
Diverse Range of Products	✓	✗	✓	✓	✗

Market Opportunity

A USD 1.4 Trillion Market Size FM + BMS + REIT Sector



Capturing 0.1% = 1.4 Billion \$

- IoT + asset efficiency within FM
- Cost and energy efficiency
- Sustainability compliance
- Automation transformation

61 Million

This Year Revenue According to our Sales Run Rate

30 Million

Hardware Sales Only

35,000

B2C - AOV

250,000

B2B - AOV

0%

CHURN

1200+ Sites

Residential

50+ Sites

Commercial

50+

Employees

400

CAC

3

Offices

100%

Customer Success

40%

EBITDA

Rev / yr

2.3M

4.7M

9.5M

15M

30M

400Mⁱ

Funding required to achieve this

2021

2022

2023

2024

2025

2026

All monetary values are in PKR.

Revenue Model

Our revenue model comprises four main streams:

Hardware Product Sales

Revenue from selling integrated hardware solutions.

Revenue from Services

Support: Dedicated customer assistance.

Customization: Tailored solutions for specific needs.

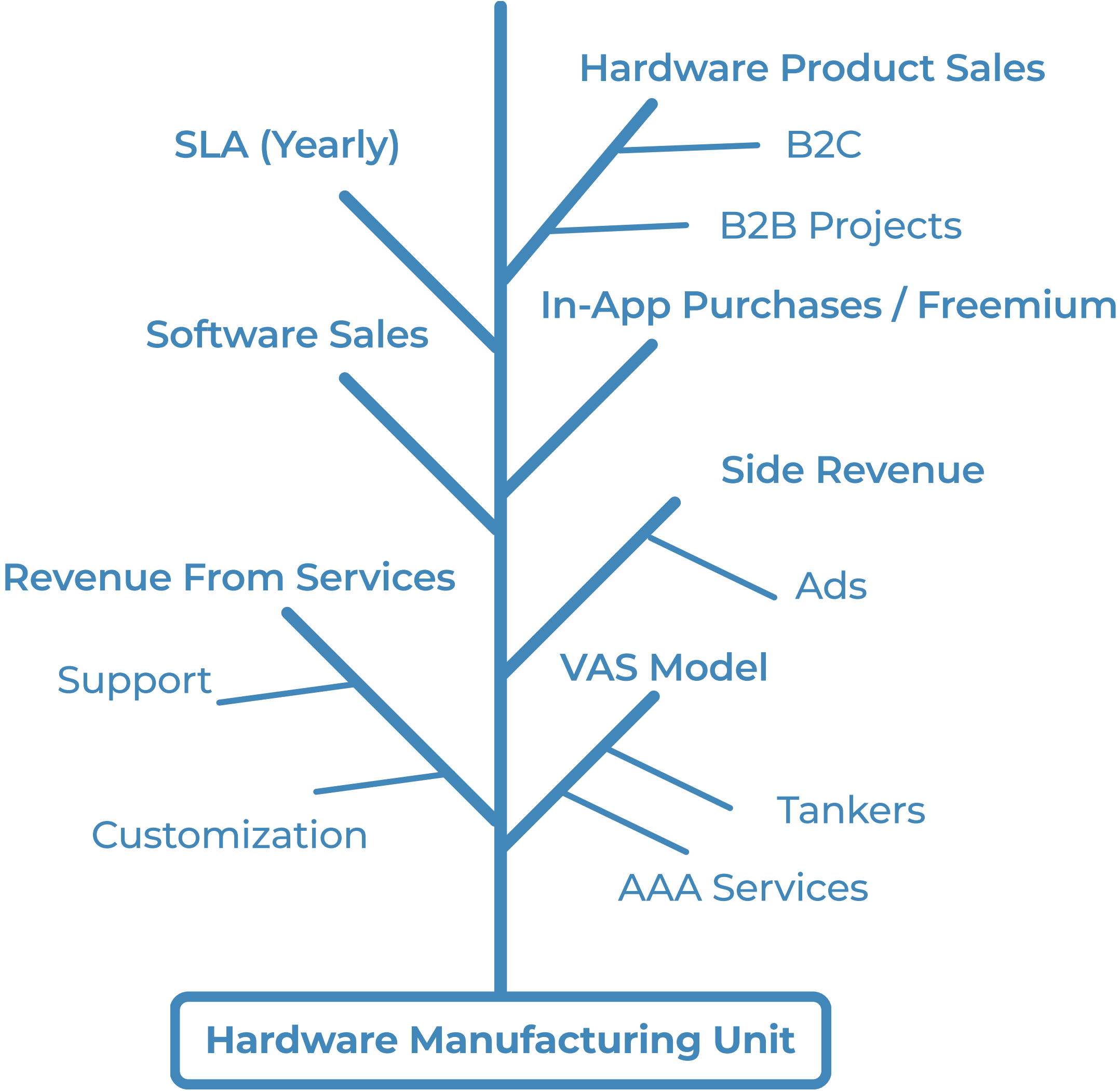
Service Level Agreement (Yearly)

Annual subscriptions for ongoing support and updates (8k per device).

Side Revenue:

In-App Purchases / Freemium: Premium features and upgrades.

Ads: Strategic advertising partnerships.



Business Performance & Plan

Current Traction, Strategic Capital, and Target Outcomes

RECENT PERFORMANCE

PKR 28M+

REVENUE (Fy '25)

PKR 3M

MONTHLY OPERATING COST

VALIDATED DEMAND



1,500+

B2B BMS Leads



16,000+

Domestic Leads

CAPITAL & GROWTH

\$500K Round

(SAFE Note)

24-MONTH FINANCIAL TARGETS



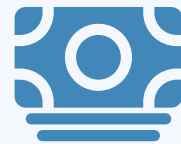
PKR 168M

Domestic



PKR 270M

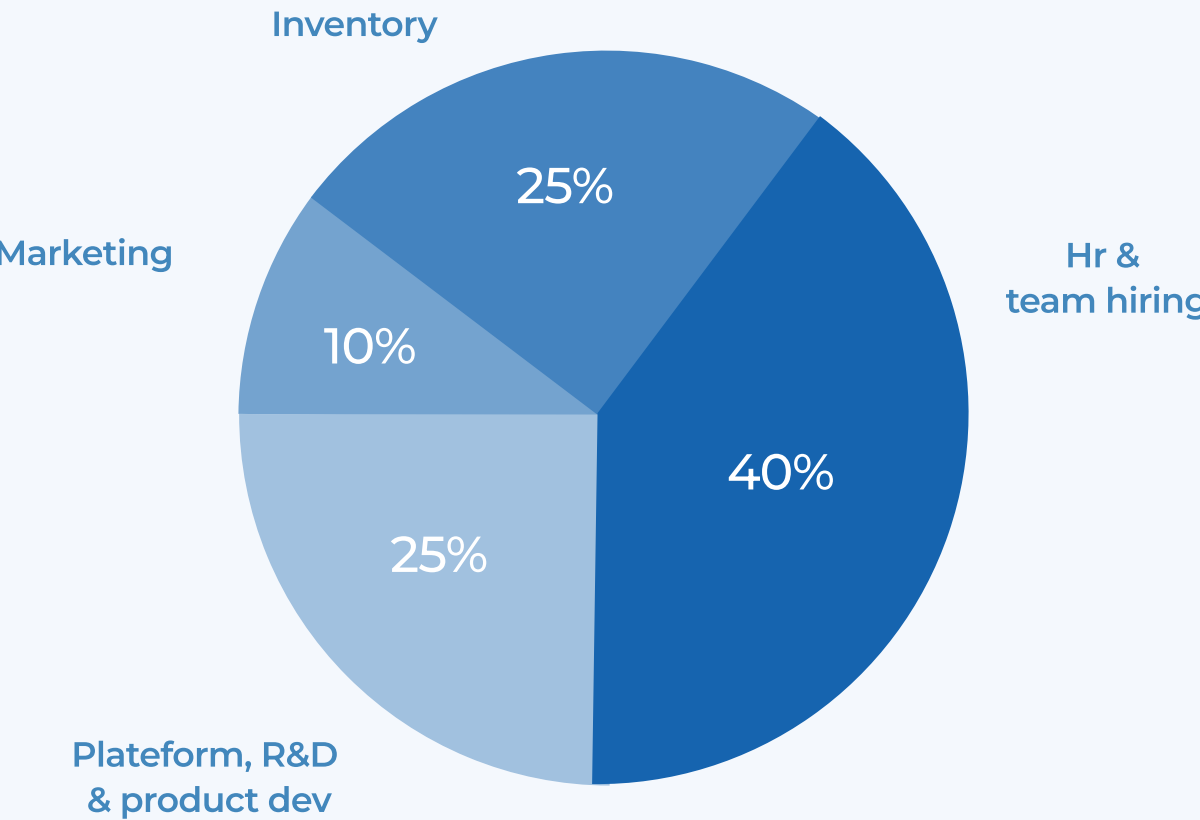
B2B



PKR 20M+

Year 1 SLA

Projected Revenue Pipeline: PKR 458M+



Our Expertise & Wide Range of Solutions

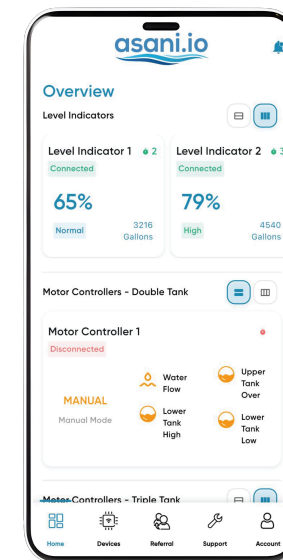
Modular, Affordable, & Easily Scalable Automation Systems for Water Management & Utilities monitoring.

Asani Super Utility App

Consumer Utility Super App

- Water Monitoring
- Power Monitoring
- Gas & Fuel Tracking
- Real-time Alerts & Automation

Users: Residential & Commercial



Asani BMS

Building Management System

- Multi-building monitoring
- Centralized dashboards
- Device automation & analytics
- Energy & utility optimization

Users: Industries & Buildings



All Connected by Asani Cloud



Level Indicator

Accurate water level detection.



Motor Controller

Efficient motor management.



Power Meter

Monitor electricity usage in real time.



Modbus Gateway

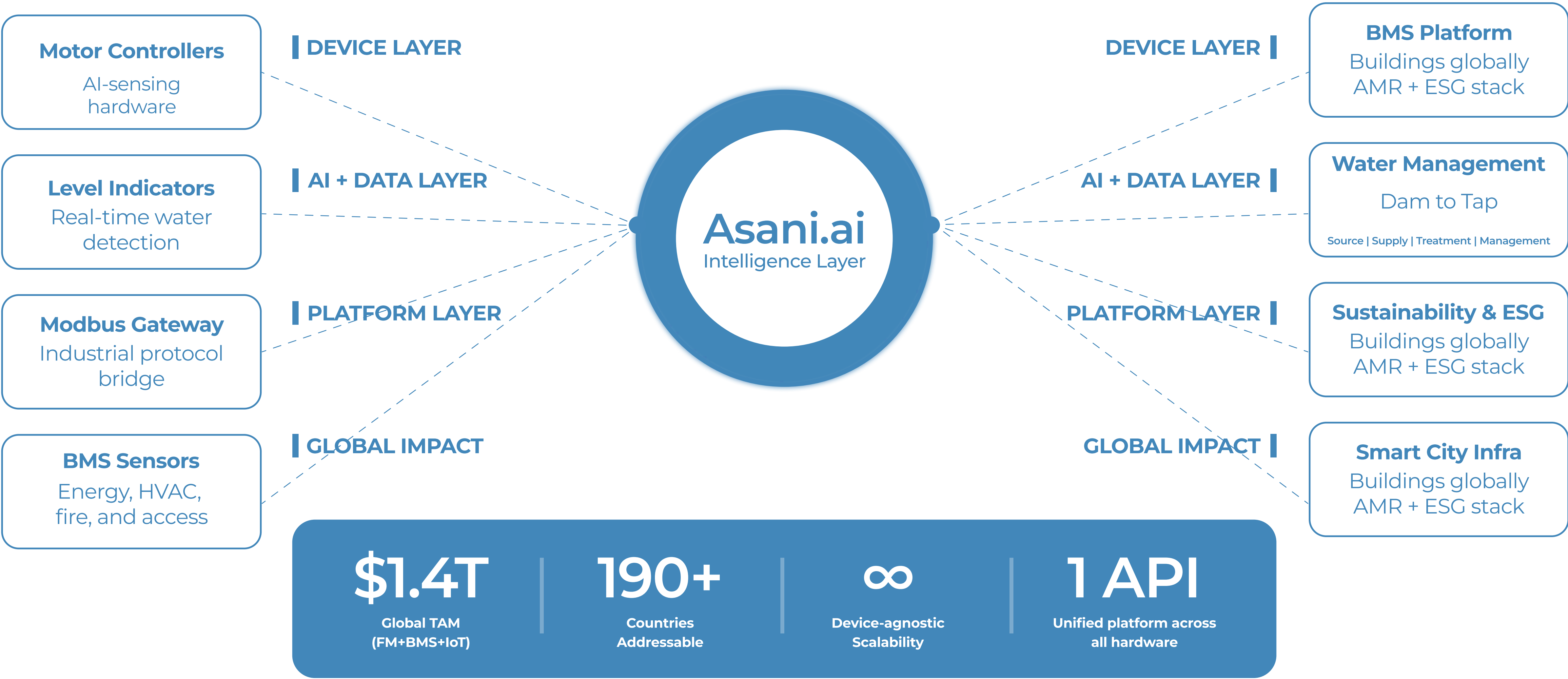
Streamline communication between industrial devices.

From software to hardware, we make everything in-house.

AI-POWERED

Asani.ai — Global Scalability Architecture

One intelligent platform. Every device. Every building. Every country.



Team

A Complete, End-to-End Capable Team. From Concept to R&D, Application Design to Hardware Design & Procurement to Marketing, Installation and Customer Service.

50+ Team Members



Ansab Naqvi

Founder & CEO

11 Years Experience



Humayun Iqbal

Head Of Customer Success | B2B

7 Years Experience



Syed Haziq Hussain

Creative & Culture Designer

3.5 Years Experience



Owais Hassan Siddiqi

System & Product Engineer

2 Years Experience



Abdullah Ellahi

Mobile App & Product Engineer

2 Years Experience



Muskaan Iqbal

Technical Support Engineer

2 Years Experience



Abdul Aziz

Manager Accounts

15 Years Experience



Waqar Shams

Customer Success (Projects)

9 Years Experience



Sana Fatima

Junior Executive - Growth & Marketing Support

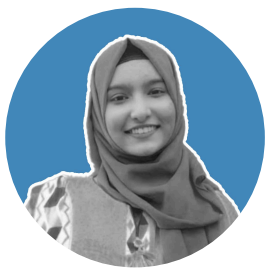
1 Years Experience



Moiz Ahmed

Full Stack Developer

1 Years Experience



Rimsha Shahid

Junior Design Executive

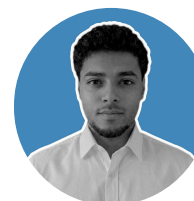
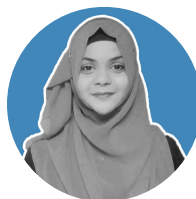
1 Years Experience



Ayesha Afzal

Junior Backend Developer

2.5 Years Experience



Board of Advisory



Muhammad Nadeem

30+ years Experience



Hamza Ali Shahjahan

16 years Experience



Ahmed Ayub

25+ years Experience



Let's build a greener,
more resource-efficient
future together.

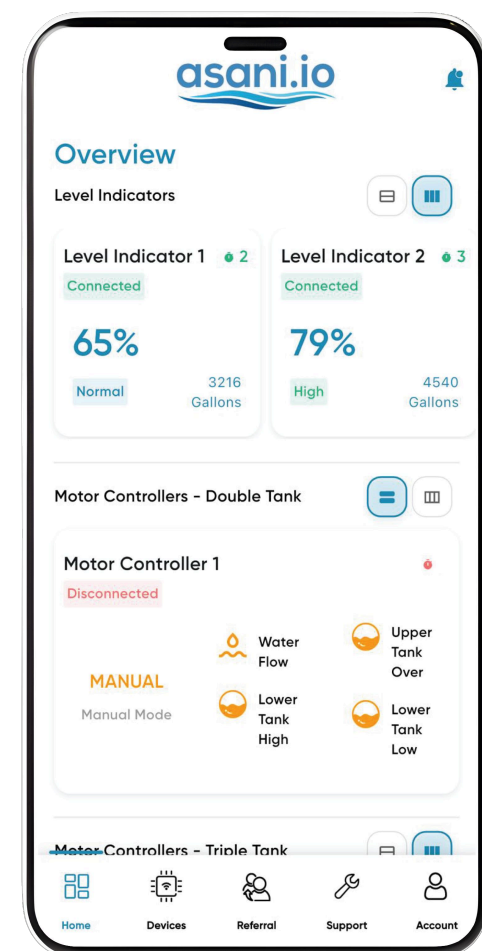
Let's Connect!

Ansab Naqvi
+92 335 3312923
ansab@asani.io

Supporting Material

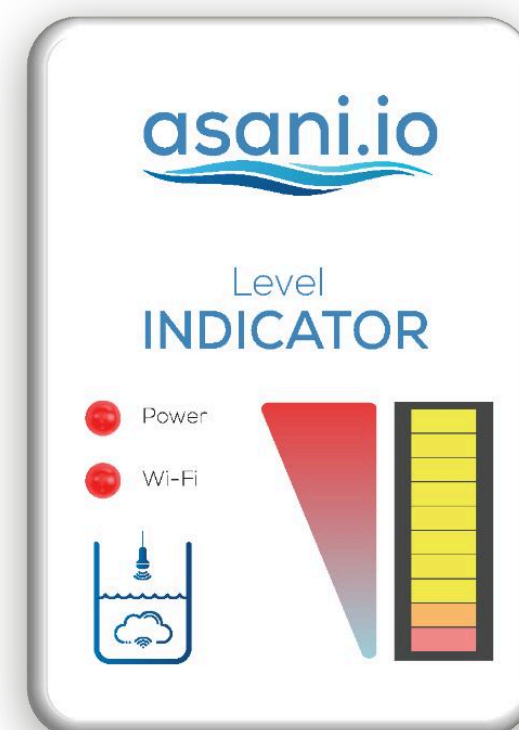
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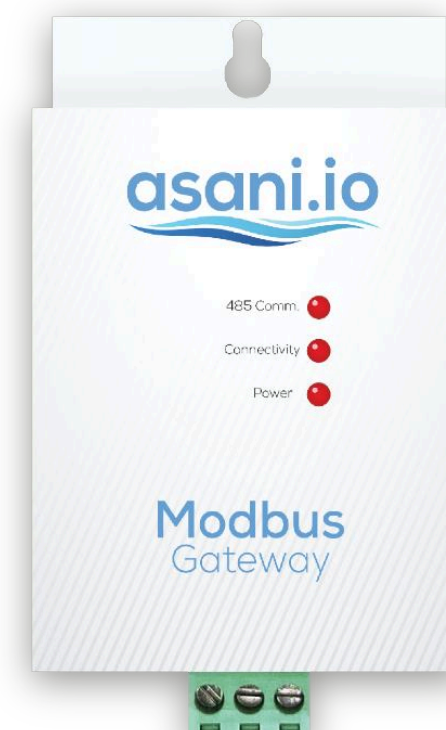
Mobile App

Real-time control and monitoring.



Level Indicator

Accurate water level detection.



Modbus Gateway

Streamline communication between industrial devices.



Single Motor Controller

Efficient single motor management.



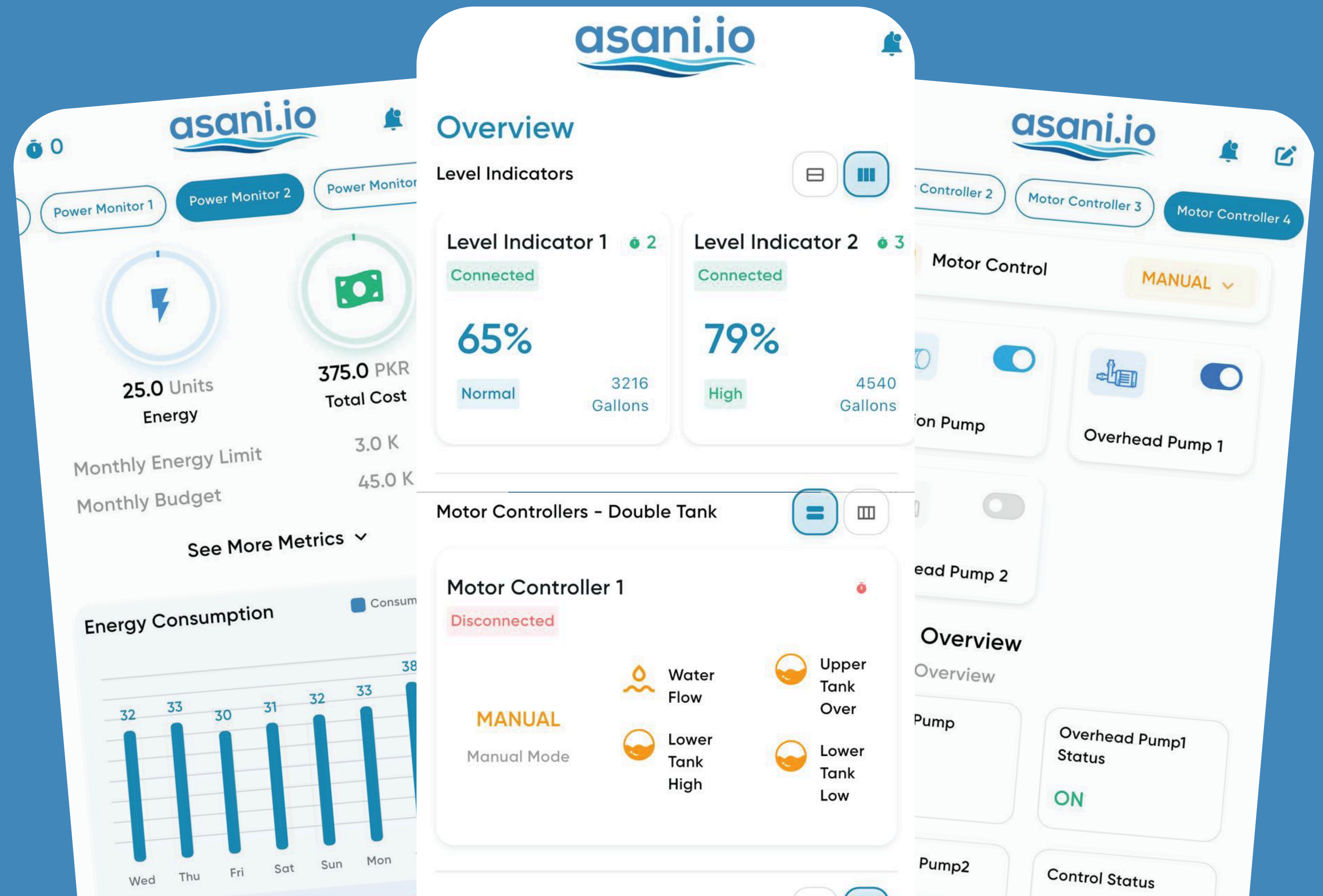
Range Of Motor Controllers

Advanced AI based sensing with integrated controls.

From software to hardware, we make everything in-house.

Introducing the World's Only Utility Super App

- IoT hardware for water, electricity, gas
- App-based control & billing automation
- 24/7 data-driven decision-making across sectors



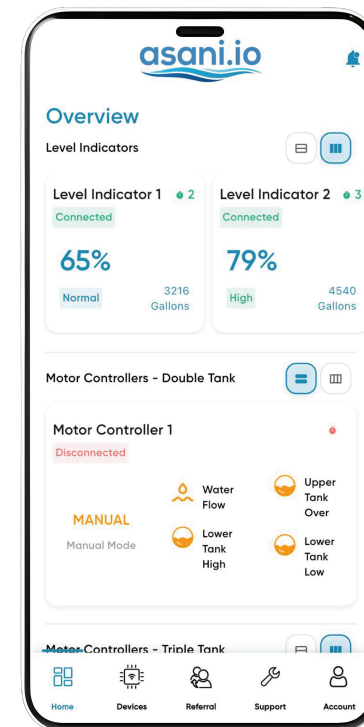
Live Products & Software Ecosystem

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Users: Residential & Commercial



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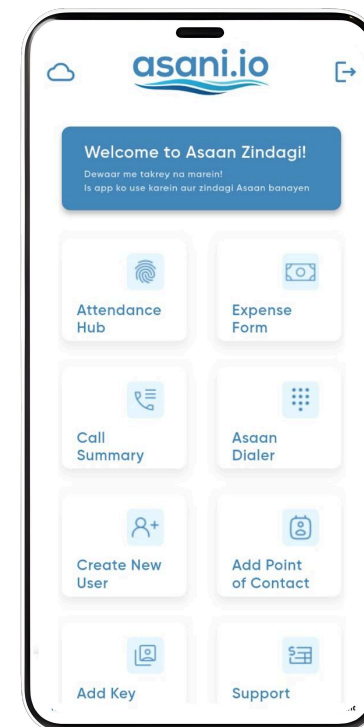


Asani Pro

Internal Operations Platform

- Device provisioning
- Customer management
- Deployment & maintenance tools
- Team operations dashboard

Users: Internal teams

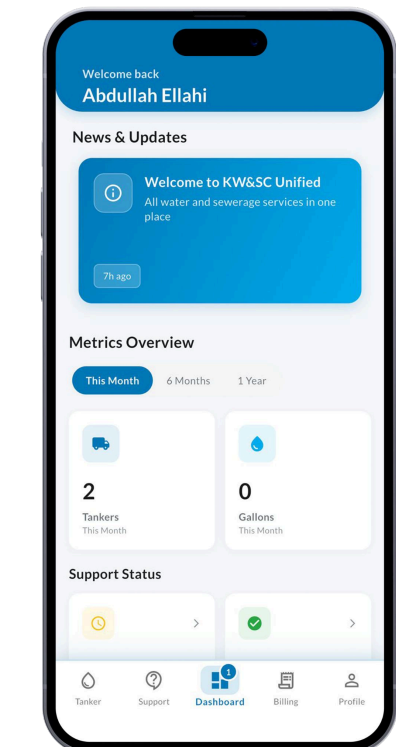


KWSC Unified App

Developed for KWSC

- Tanker request
- Delivery tracking
- Request status
- Complaint Management

Users: Residential & Commercial



Modular Application, Fitbit for Utilities

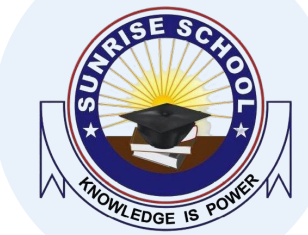
 Modular hardware-
software ecosystem

 Plug-and-play architecture
for scalable deployment

 'Fitbit for Buildings': tracks
usage, predicts faults,
benchmarks performance



M's EATERY



Rehan Allahwala



Faisal Iqbal



Ahsan Jabbar



Places and People Who Trust Asani.



Muhammad Kashan



Syed Shafaat Ali



Mahira Khan



Nadir Ali



Awards & Recognition



Shell Tameer
Technology Innovation



Google Cloud Startup
Competition 2024



UNDP Social Enterprise
Challenge



Reckitt Catalyst
Entrepreneurs 2025



TIE Islamabad 2022



PASHA Awards 2024

Workspace Insights



Front Office



Back Office