

# Diageo India and TERI Inaugurate Advanced Water Treatment Plant in Goondpur, Alwar

**Alwar, 18 Feb 2026:** Strengthening its commitment to water stewardship and community well-being, Diageo India, in partnership with The Energy and Resources Institute (TERI), has inaugurated a TERI Advanced Oxidation Technology (TADOX®) based water treatment plant in Village Goondpur, Alwar, located adjacent to Diageo India's manufacturing facility in the region. This initiative is also supported by Gramodaya Samajik Sansthan (GSS).

The plant has been set up to treat grey water generated across the village and convert it into non-potable reuse applications, contributing to improved water security and sustainable water management for the local community. It supports a circular approach to water management by enabling reuse of treated grey water and reducing dependence on freshwater sources, particularly in water-stressed regions. The plant has a total treatment capacity of 10 cubic metres per day, translating to approximately 3.65 million litres of water treated annually. Over an estimated 30-year lifecycle, the facility is expected to treat and enable reuse of nearly 110 million litres of wastewater, resulting in equivalent groundwater conservation.

TERI's patented Advanced Oxidation Technology (TADOX®) is an innovative, science-led solution that uses UV-based photocatalytic processes to break down pollutants in wastewater. The technology is designed to treat municipal sewage, grey water and industrial wastewater efficiently, with significantly lower chemical usage and sludge generation compared to conventional systems. It enables high-quality treated water suitable for non-potable reuse applications while remaining energy-efficient, modular and adaptable to existing infrastructure.

In addition to community water access, the initiative is expected to offset an estimated 3.65 million litres of freshwater annually, contributing to groundwater conservation. The project also has an estimated carbon mitigation potential of around 25 tonnes of CO<sub>2</sub> equivalent per year, through reduced freshwater pumping, avoided methane emissions and integration of energy-efficient systems.

**Devashish Dasgupta, Director – Corporate Affairs, Diageo India, said:** "Water stewardship remains a critical focus area for Diageo India. Through this partnership with TERI, we are leveraging innovative technology to address local water challenges in a sustainable and community-centric manner. This initiative reflects our commitment to creating shared value for the communities we work with and serve."

Highlighting the importance of the initiative, **Shri Salunkhe Gaurav Ravindra (IAS), CEO Zila Parishad, Alwar**, said: "Ensuring access to safe and clean water is essential for public health and overall development. Projects like this demonstrate how collaboration between industry, research institutions, and local administration can deliver sustainable solutions for communities."

**Dr. Pragada Sarath Chandra, Area Convenor & Associate Fellow, The Energy and Resources Institute (TERI), said:** "TERI's Advanced Oxidation Technology (TADOX®) is a science-led solution designed to treat grey water to non-potable reuse standards in a low-cost, high-energy efficient, robust and reliable manner. This installation in Goondpur showcases the potential of innovative water technologies to address real-world challenges at the community level."

## About Diageo India:

Diageo India is among India's leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL). Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells, and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda.

For more information about Diageo India, our people, our brands, and our performance, visit us at [www.diageoindia.com](http://www.diageoindia.com). Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

Celebrating life, every day, everywhere.

## About TERI:

Established in 1974, The Energy and Resources Institute (TERI), is an autonomous research institute deeply committed to every aspect of sustainable development. TERI's research activities were initiated in the field of energy and expanded soon to cover the environment,

biotechnology, forestry, and the whole range of sustainable development issues including water resource management. TERI takes a comprehensive view of development; wherein efficient use of natural resources and protection of the environment are seen as essential prerequisites for economic welfare. TERI has been endorsed as Regional Water Knowledge Hub for water and climate change adaptation in South Asia by the Asia-Pacific Water Forum's Governing Council. TERI has established regional centres in Bangalore, Goa and Guwahati and has presence in Japan, Malaysia, Russia and the United Arab Emirates. Headquartered in New Delhi, TERI has regional centres and campuses in Gurugram, Bengaluru, Guwahati, Mumbai, Panaji, and Nainital. TERI's 650-plus team of scientists, sociologists, economists and engineers delivers insightful high-quality action-oriented research and transformative solutions supported by state- of-the-art infrastructure. TERI has been active in assisting the central and the state governments in developing policies and strategies for sustainable development. TERI seeks to develop potential solutions in collaboration with national & international organisations.

For more information and details kindly visit us at <https://nmcgtericoe-wr.in/> // <https://www.teriin.org/>

#### **About GSS**

Gramodaya Samajik Sansthan is an NGO registered under Rajasthan Society Registration Act 28, 1958 that has been working since 1989 on various development issues like – WASH, Natural Resource Management, Women Empowerment, Child Rights, Youth Development, Health, Education, Sustainable Livelihoods, Rural Electrification, Digitalization of rural households in Rajasthan from the support of different national and international funding agencies, Government of Rajasthan, Government of India and different Corporate partner under CSR. Presently, GSS is changing lives of more than 3,00,000 households with various development projects in Rajasthan Haryana, UP, Uttarakhand, Chandigarh and Telangana. Till Now GSS worked with more than 10 Corporate partners. For more information about Gramodaya Samajik Sansthan, visit us at <http://www.gramodaya.in>

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