

# [ ]KARBAN

Fan + Air purifier + Heater + Light + Air conditioner in one device

# [ ] KARBAN

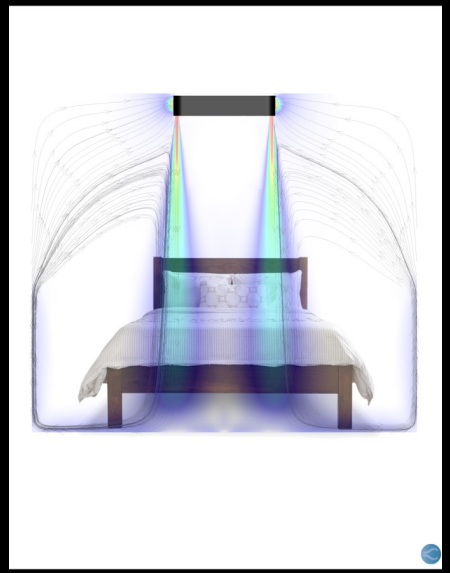


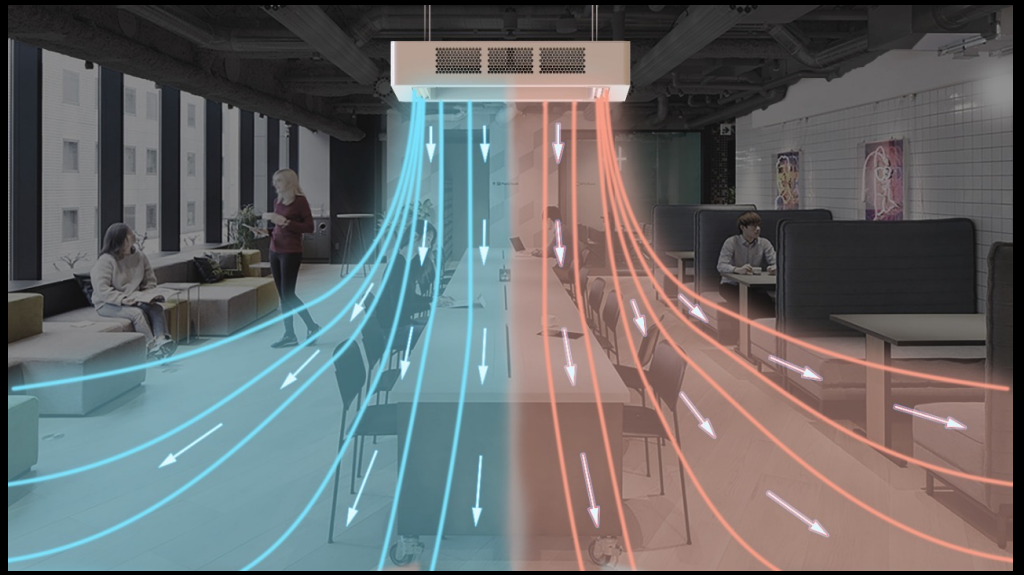
- 5 devices from multiple vendors
- Multiple wirings, switches, remotes/apps
- Inefficient aerodynamics
- Excess use of plastics and metals



- Save up to 10K/year in electricity costs
- Save up to 3K/year in filter costs
- Save space
- Improve aesthetics

# We use Computational fluid dynamics (*CFD) and Machine Learning to build optimum designs

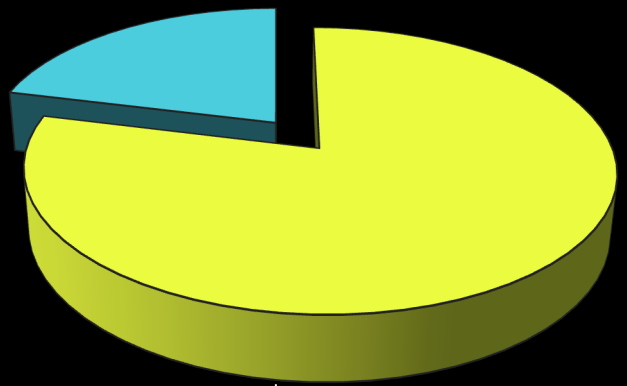




*1 Utility Patent filed / 1 Design Patent filed / 3 trademarks filed

*CFD – Computational fluid dynamics technology uses applied physics and software to visualize how fluids flow.

# Consumer electronics market is ripe for innovation



**SAM ($6B)** Indoor AC, Fan, Air-purifier, Fancy lights in India

**TAM ($304B)** Global HVAC, Fan, Air-purifier, Lighting

Start with
- India

Expand to
- America
- Middle East
- Europe

# **Our MVP** – Handcrafted wooden fan, Air-purifier & Lights in one









## B2C:

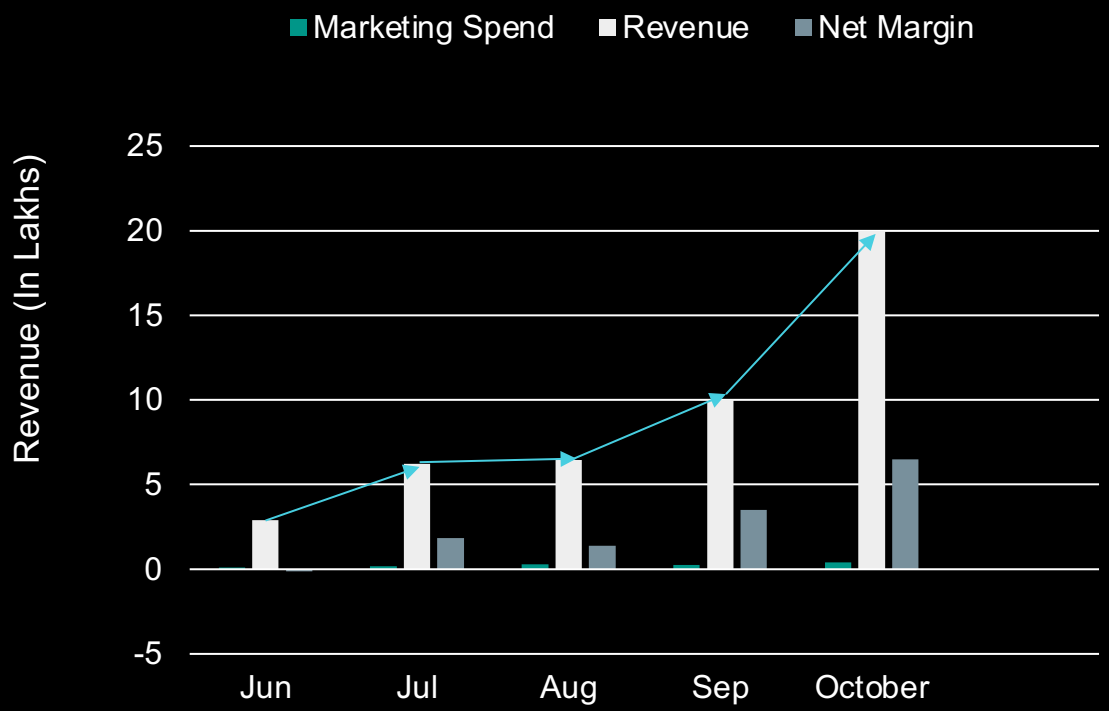
- **Online Channels** – Website, Amazon, Flipkart, and others
- Architects/Interior Designers – Commission based model to reach premium customers
- Targeted marketing on social media – Instagram and Meta

- **Offline channels** – Experience centers, Large format retail stores, and Dealerships

## B2B:

- HoReCa and Corporates – Customer touch points/experience

# Early Traction Validates Our Hypothesis

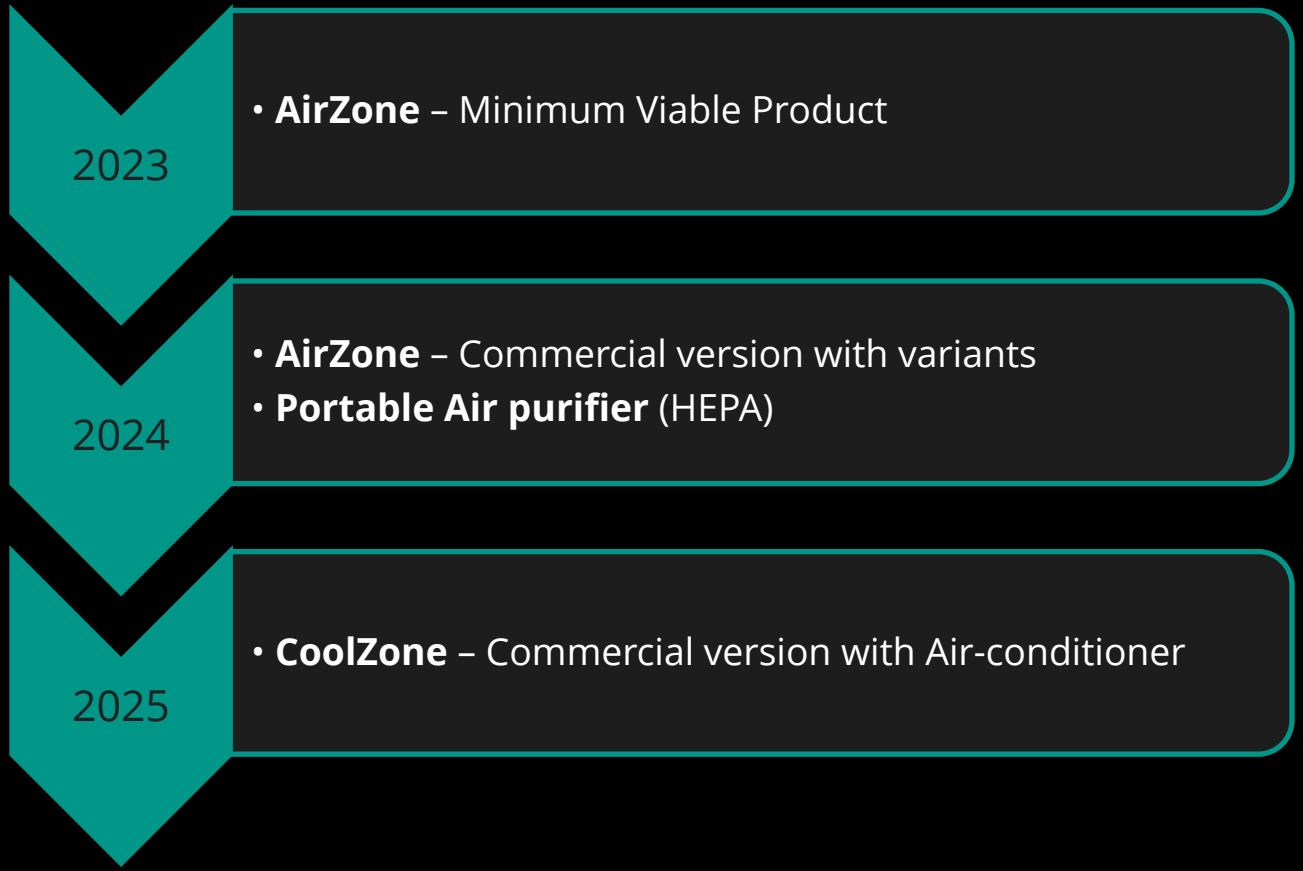



160 units sold
98% acceptance rate

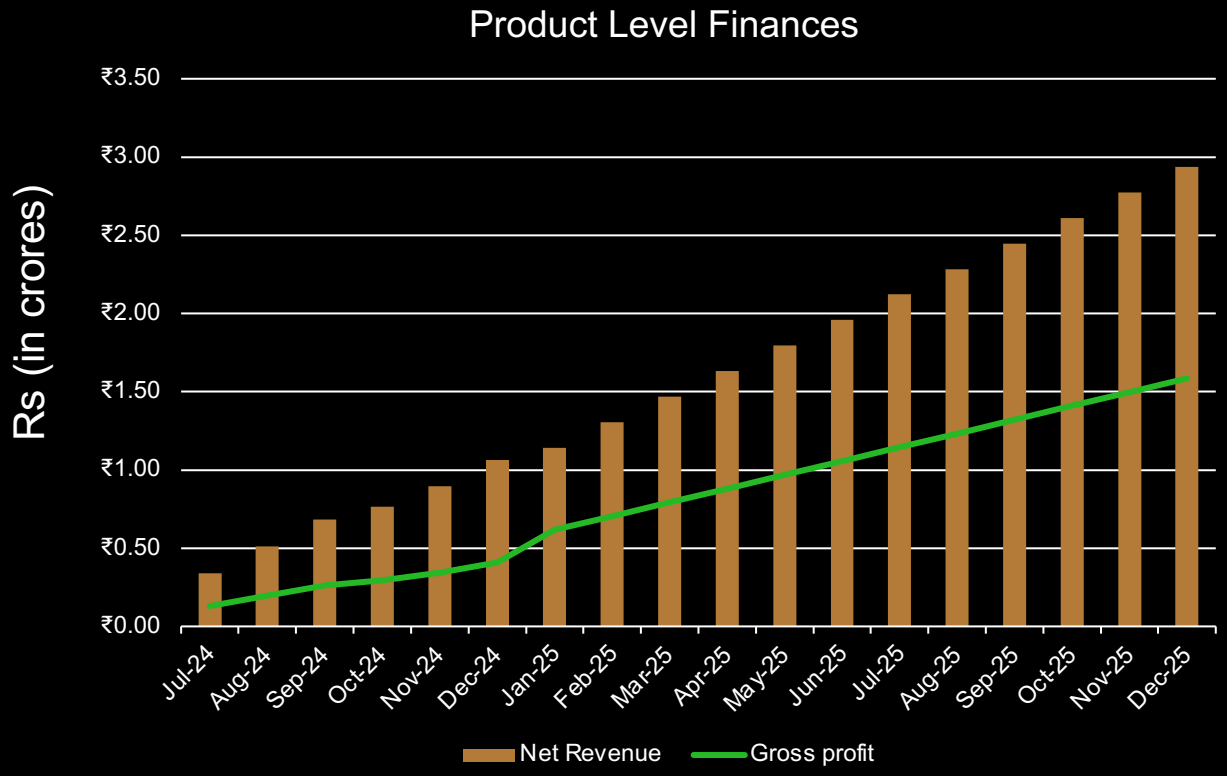
CAC: Rs 1000

AOV: Rs 35000

# Product Roadmap

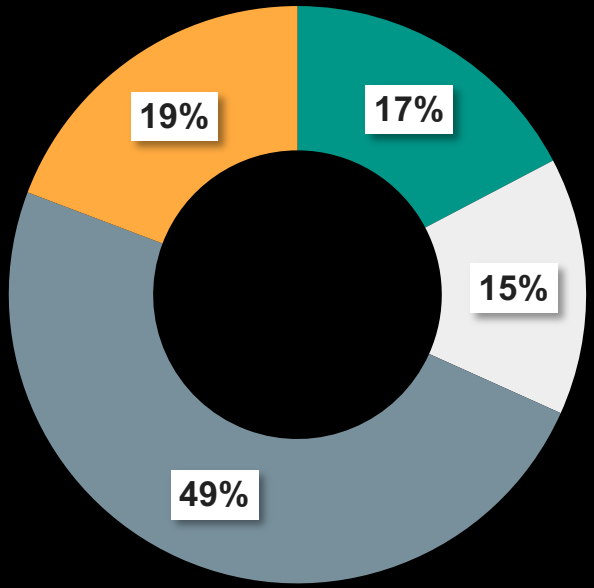


# With investments we can grow a lot faster



# Funds Required

## 8 Cr




- Runway: 16 -18 months
- Team Expansion
- Transition from MVP to Commercial Product
- Sales and marketing channels for scale

# A perfect team at work



## Karan Bansal | Founder | CEO

- 10+ years of research experience with 200+ projects delivered
- Senior Research Engineer, at Convergent Science, Madison USA
- MS, Aerospace Engineering, Purdue University
- B.Tech, Mechanical Engineering, IIT Guwahati



## Tanya Goyal | Sales, Marketing and legal

- Sales and Marketing, Urbanic (Fast Fashion Corporation)
- Assistant lecturer, O.P. Jindal Global University
- Master of Laws, Zhejiang University, China (Business Law)
- B.A.LLB, O.P. Jindal Global Law School, India

# [ ]KARBAN

Want to experience the future? Get in touch!

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**Thank you**

# A new category to kill the existing ones






| Model | Karban Airzone | Dyson | Molekule | Havells |
|---|---|---|---|---|
| Features | Fan/Purifier/Light/Heater | Purifier/heater | Air-purifier | Fan/Purifier |
| Price | $250 | $835 | $499-$999 | $420 |
| Filter Price | $6(Bio), $20 (HEPA) | $150 | $150 | - |
| Dual-zone | Yes | No | No | No |
| Led-Lights | Yes | No | No | No |
| Power (W) | 70 | 40 | 55 | 120 |
| Modular | Yes | No | No | No |
| Smooth flow | Yes | Yes | - | No |
| Bladeless | Yes | Yes | - | No |
| Remote | Yes | Yes | Yes | Yes |
| Filter | Bio/HEPA | HEPA | PECO | HEPA |
| Noise (db) | 52 | 65 | 65 | 61 |

## Pricing Strategy

Place in the market as an Air-Purifier (16-20K)

- Customers get a superior air purifier that has better aerodynamics, is biodegradable, and cleans your room more efficiently
- Customers get an additional dual zone bladeless fan which is much safer, more energy efficient and allows for custom cooling
- Customers get heater to use in winters
- Customers get an aesthetic lighting option

# Every Urban house is buying 5 devices

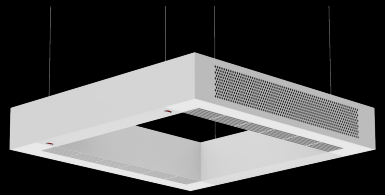


- Fan for air circulation
- Air Conditioner for cooling
- Heater for heating
- Air Purifier for purification
- Lights/Chandelier for lighting

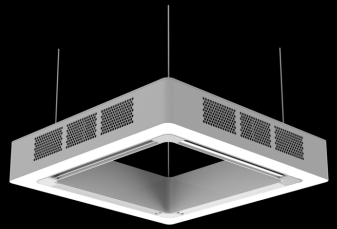
**But all devices use same air flow mechanism, and plastic housing**

# Moving from wood to scalable plastic

Wood/MVP



Plastic






- Why wooden MVP? - Limited funds of 15-20 Lakhs.
- Why Plastic – Full fledged product which is scalable

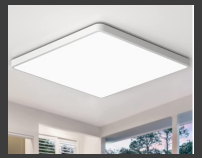
# Comparison 1 (Low End)



Price = Rs 1,400
Energy = 52 W



Price = Rs 5,000
Energy = 40 W (Assumption)

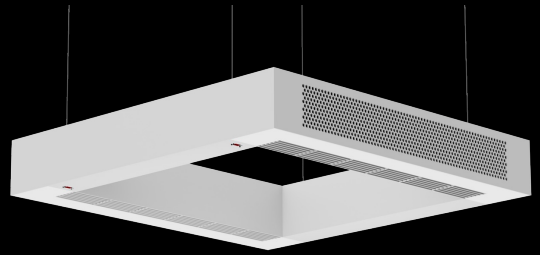


Price = Rs 2,500
Energy = 24 W



Price = Rs 1,500
Energy = 2000 W

Total = Rs 10,400
Energy = 92 W + 24W + 2000 W



Price = Rs 23,600

Energy = 35 W + 24 W + 750 W

Energy = 70 W + 24 W + 1500 W

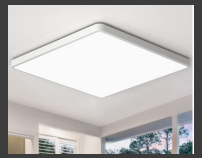
# Comparison (Mid End 2 - Utility)



Price = Rs 7,000
Energy = 40 W



Price = Rs 10,500
Energy = 50 W

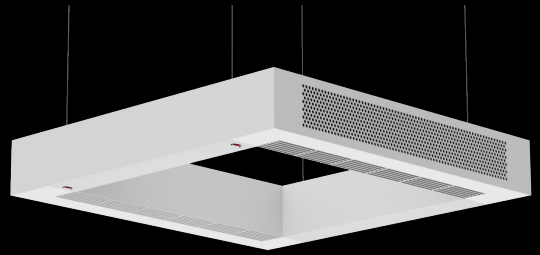


Price = Rs 2,500
Energy = 24 W



Price = Rs 3,000
Energy = 1500 W

Total = Rs 23,000
Energy = 90 W + 24W + 1500 W



Price = Rs 23,600

Energy = 35 W + 24 W + 750 W

Energy = 70 W + 24 W + 1500 W

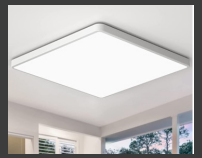
# Comparison 2 (Mid End – Utility Customer)




Price = Rs 5,000
Energy = 30 W



Price = Rs 10,500
Energy = 50 W

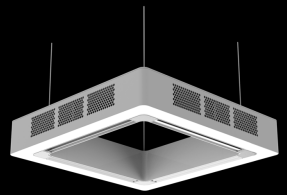


Price = Rs 2,500
Energy = 24 W



Price = Rs 3,000
Energy = 1500 W

Total = Rs 21,000
Energy = 80 W + 24W + 2000 W






Price = Rs 23,600

Energy = 35 W + 24 W + 750 W

Energy = 70 W + 24 W + 1500 W

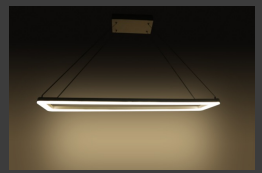
# Comparison (High End – Luxury)




Price = Rs 40,000
Energy = 35 W

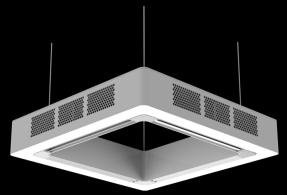


Price = Rs 60,000
Energy = 40 W + 1500 W



Price = Rs 13,000
Energy = 50 W

Total = Rs 1,13,000
Energy = 75 W + 50W + 1500 W






Price = Rs 23,600

Energy = 35 W + 24 W + 750 W

Energy = 70 W + 24 W + 1500 W

# Karban offers one device for all solutions

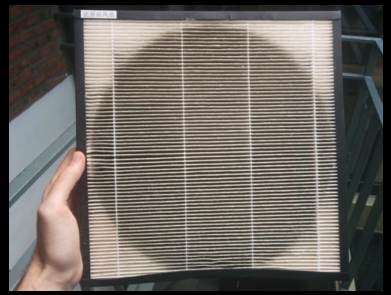


**Main Features**

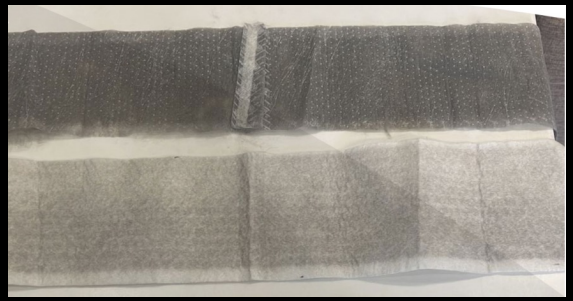
- Saves upto 50% in electricity bills by using air-purifier and fan in tandem
- Requires zero floor space

**Secondary Features**

- Bladeless fan
- Dual zone flow
- Centralised air-purifier
- Bio-degradable filters
- Saves upto 50% in raw materials such as plastics, metals, and packaging.
- Efficient use of filters – Use 100% of the air filter surface



Regular Air-purifier



Karban Air-purifier

# Vision and Strategy

## Phase 1 + Phase 2

Building POC for 2-3 products:

**AirZone**
- Air purifier, Fan, Heater, and lights in one.

**CoolZone**
- Air purifier, Fan, Heater, Lights, and Air-conditioner in one.

Manufacture and **Sell AirZone**

**Placement**
- In the same price range as that of regular air purifiers
- Additional value of bladeless dual-zone fans, heater, and lights.
- Customers save 50% in electricity cost

## Phase 3

Manufacture and **Sell CoolZone**

**Placement**
- In the same price range as that of Cassette AC.
- Customers get an air conditioning device with fan, air purifier, heater, and light
- Customers save 10-25% in electricity cost

# With investments we can grow a lot faster

