

airth

Transforming Air. Transforming Lives.

iit STARTUPS

Vision

A Future Where

Breathing Clean is a Reality!

Mission

To Be The World Leader In

Efficient & Affordable
Air Purification Technology

A Permanent Future?

24 hours in a day!

22 hours spent indoors

where we are surrounded by ACs

Can your AC give you clean air?



99% of world's population breath polluted air

Indoor air is 5 times more polluted

India 8th most polluted country in the world

Source

Your AC Has

0%

Efficiency Against The Most

DANGEROUS AIR POLLUTANT

PM2.5

Clogging Your Lungs

Upgrade Your AC With

AIRTH PURIFIER

For Better Health

WORLD'S 1st AC AIR PURIFIER

That Eliminates

PM 2.5 PARTICLES

AIRTH Introduces the World's First

Air Purifier for AC

For Better Respiratory Health

AIRTH

UPGRADES YOUR AC WITH THE

WORLD'S 1st AC AIR PURIFIER

Technology From

IIT Kanpur & IISc Bangalore



No Electricity Required

Coated Hepa Filters

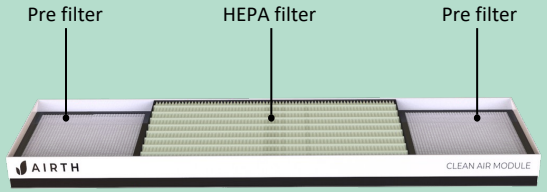
PM 2.5

Protection Against PM 2.5

1 MIN

DIY 1 min Installation

Comparison

	 1. Air Purifier	 2. AC Filter	 3. AC Purifier
	dyson SHARP PHILIPS Blueair	3M NASOFILTERS	airth PATENT PENDING PATENT PENDING PATENT PENDING
Cost (INR)	10,000+	500	2,500
Filter Area (cm2)	10,000	1,400	8,500
Filter Life	12 months	4 wks	8 months
Filters can destroy microbes?	NO	NO	YES

iit STARTUPS

Validation

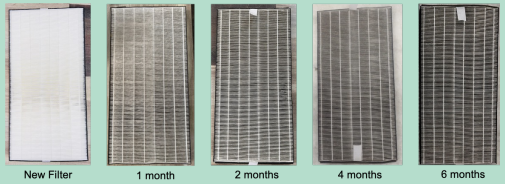
IIT Delhi Testing to remove **PM2.5**

IIT Kanpur Testing to remove sub-micron particles

National Immunogenicity & Biologics Evaluation Centre
A DBT-BIRAC Initiative under National Biopharma Mission
SARS-CoV-2 Deactivation Testing

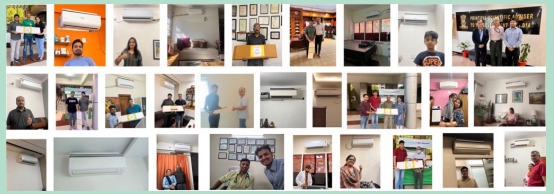
TÜVRheinland
Bacteria Deactivation Testing

Benefit



Eliminates **4 tablespoon of dust** getting **into the lungs** in 6-12 months of usage

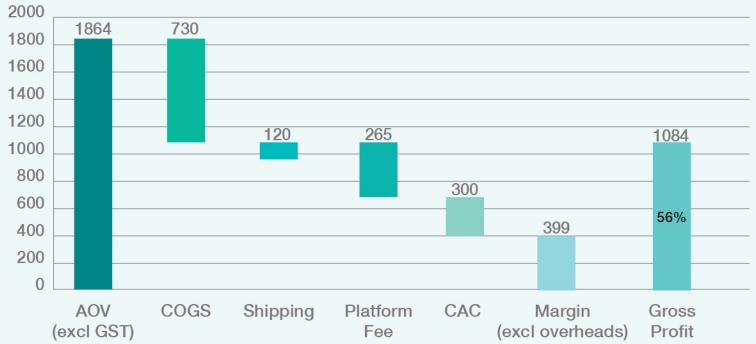
Traction



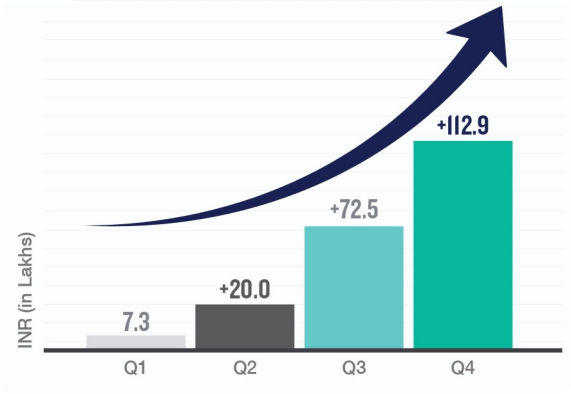
Trusted by **10,000+ Homes**

ROADMAP

UNIT ECONOMICS



REVENUE FY 2023-24



PRODUCT ROAD MAP

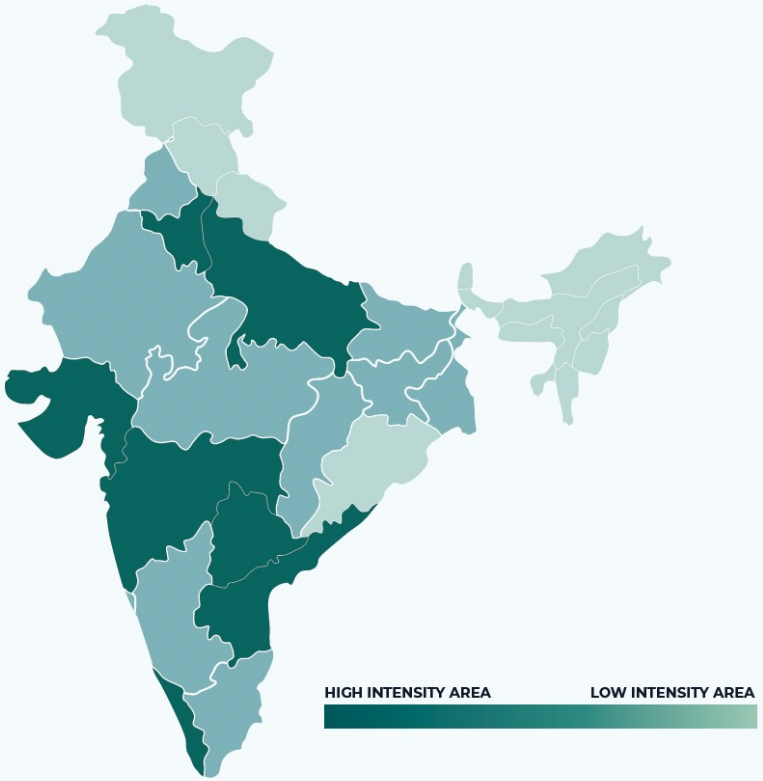


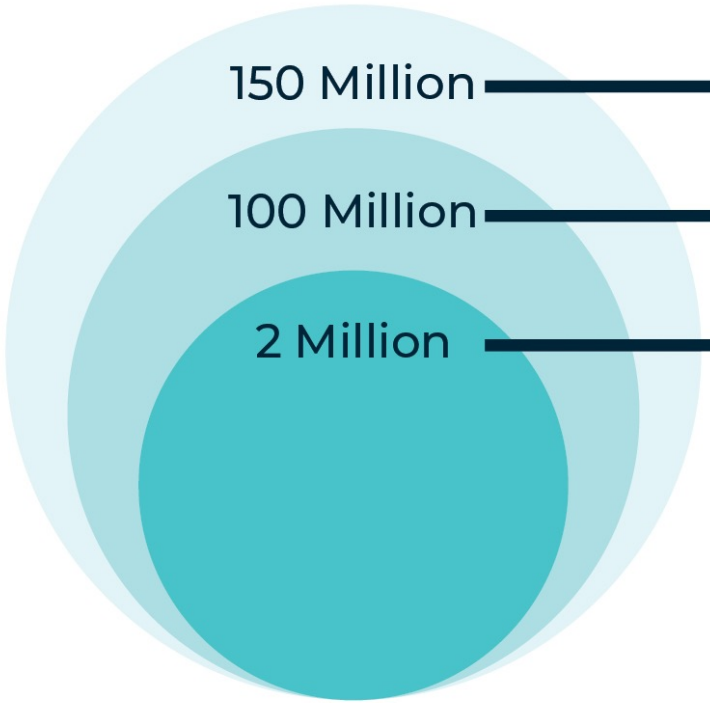


Market Insights

No. of **Split ACs Globally**

1.4 Billion





150 Million → **TAM** — No. of Total ACs In India

100 Million → **SAM** — No. of Total Split ACs In India

2 Million → **SOM** — No. of Target ACs =

Double the Number Of
Total Air Purifiers Sold In India

GTM

	Customer Segment	Sales Channel	Contribution
1. B2C	Patients, Respiratory Issues, Parents, Polluted Areas	Website, E-Comm	>95%
2. Corporates	Hospitals, Offices, Real Estate Developers	Website, Direct	<5%
3. B2B	AC Servicing Companies, AC OEM Companies	Direct	0%

Team





+6 Awesome Teammates!



Md. Aslam
(Operations & Quality Manager)



Md. Shahnawaz
(Finance Head)



Ravi Kumar
(Assistant Sales Manager)



Mihir Thapa
(Technical Marketing Executive)



Jahnvi Pathak
(Sales & Growth Associate)



Md. Shahwaz Sheikh
(Financial Business Analys)

Technology From
IIT Kanpur & IISc Bangalore

STARTUP INCUBATION AND INNOVATION CENTRE IIT KANPUR

SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
1. Best in R&D 2. Patent Portfolio 3. Affordable 4. Convenient 5. Efficient	1. Product aesthetics 2. No product engagement with the customer	1. Increasing market size of ACs & air purifier 2. Awareness around air pollution & health impacts	OEM copies our product

Risk Mitigation Plan:

1. We are in touch with some OEMs (Voltas; IFB; Haier; LG)
2. Voltas has launched HEPA based AC – failed! - pricing and energy rating

Ask: $2 Million

MARKETING & SALES

$0.5 Million

OPERATIONS

$0.5 Million

SALARIES

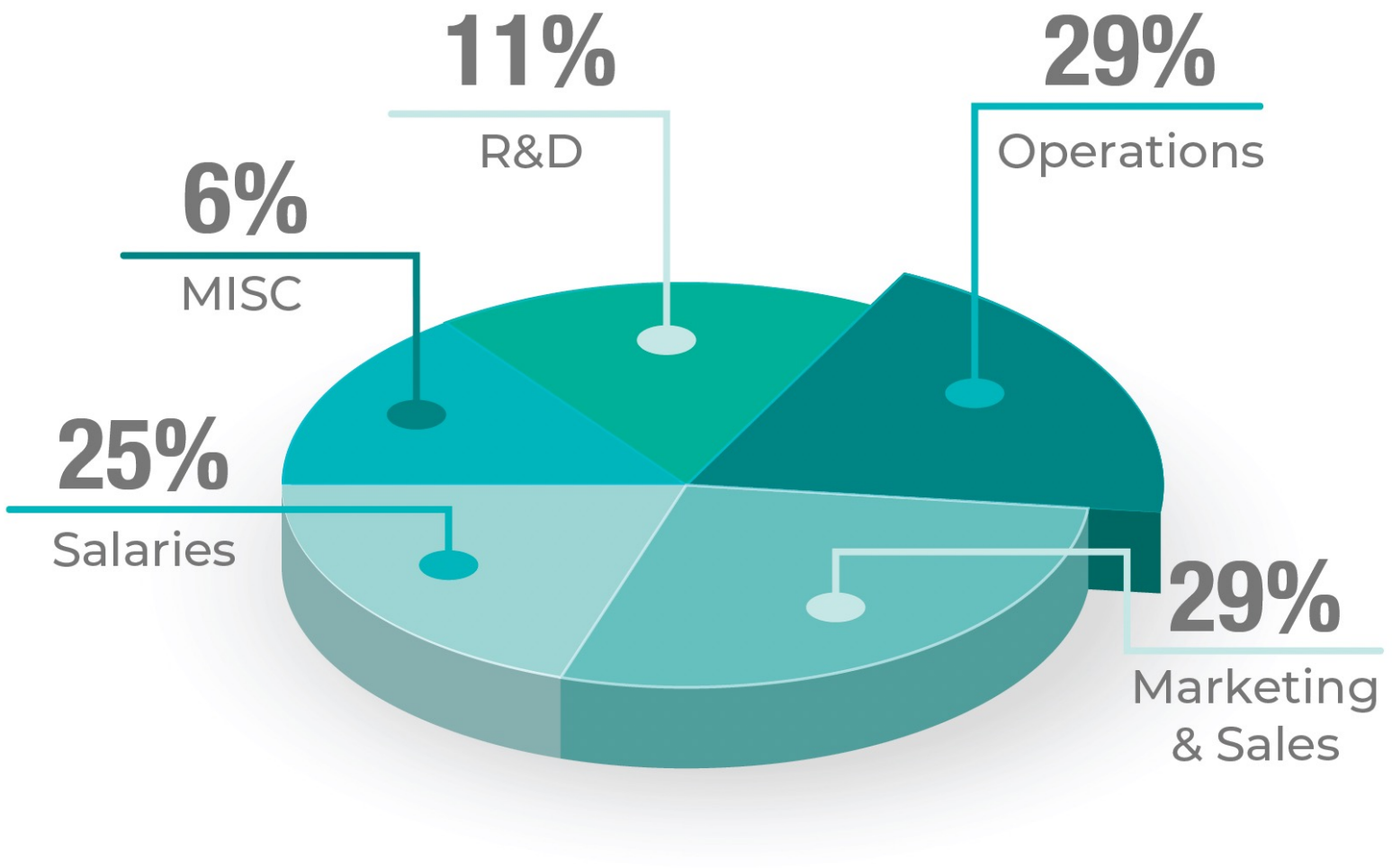
$0.44 Million

R&D

$0.2 Million

MSIC

$0.1 Million



www.airth.in

World Leader In Efficient & Affordable Air Purification Technology

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