

#startupoftheday 20- Devic Earth

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Disruptive green revolutionary technology

Inception- 2018

Location- Bengaluru

Domain- Air pollution

Founder- Dr Srikanth Sola, Shivani Sinha Sola and Shaguna Sinha

Total team strength- 29

Total funds raised- Rs 10 crore

Investors- Blue Ashva Sampada Capital Fund

Revenue generated since inception- Rs 2.7 crore

Key Highlights-

- Developed Pure Skies as an air pollution control equipment
- Case studies show that Pure Skies has brought down levels of particulate matter (PM) by 44 per cent at a pharma plant
- Set up its own specialized R&D laboratory at IIT Kanpur
- Plans to expand business to the Middle East, South Asia, the US and Europe
- Won Technovation Award from India Electronics and Semiconductor Association (IESA)
- Available through subscription, on "Clean Air as A Service," the world's first ever subscription to clean air

Founder Speaks-

"The market for air pollution control equipment is growing 12% year on year. The traditional drivers for growth include increasingly stringent government regulations and growing awareness about the hazards of air pollution. With the National Clean Air Programme launched by the Government of India, we are looking at the possibility of having air quality monitors being installed across several Indian cities."

- Dr Srikanth Sola, Chief Executive Officer, Devic Earth, Bengaluru

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