

#startupoftheday 112- AIRTH

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World's first antimicrobial air purifier brand

Inception- 2020

Location- New Delhi

Domain- Air purification

Founder- Ravi Kaushik

Total team strength- 8

Total funds raised- Rs 1.5 crore

Investors- Whiteboard Capital and Syrma Technology

Revenue generated since inception- Rs 36+ lakhs

Key highlights-

- Developed an antimicrobial air purifier, referred to as 'Air Doctor'
- On the back of its innovative anti-COVID technology, the purifier eliminates harmful germs and pollutants (including the COVID-19 virus) to churn out fresh and safe air
- The purifier also protects against Black Fungus
- Filed a patent with IIT Bombay
- The technology is time-tested and backed by innovations that proved 99.99% microbial reduction in 10 minutes
- Products tested at CSIR-IMTECH lab
- Named as first runner-up for "COVID-19 Solution Technologies" by GIZ SIIC (IIT Kanpur)
- Received the "NIDHI Prayas" grant from Department of Science & Technology
- To target hospitals that are most vulnerable to infections by offering crucial medical care (air purifiers)
- Currently converging efforts to make meeting rooms, clinics, and other large indoor areas safe to breathe clean air

Founder Speaks-

"As most Indians are now aware and concerned about the air quality around them, they are willing to safeguard themselves against the long-term effects of indoor air pollution and airborne diseases. In such a scenario, AiRTH is here to function as a confidence booster for responsible and concerned businesses, organisations, and individuals. This will ultimately boost safety and productivity at workplaces, homes, and other indoor spaces."

- Ravi Kaushik, Chief Executive Officer and Founder, AiRTH