



वायुगार्ड

Making Clean Air Affordable



VAYUGUARD CLIMATE TECH PVT LTD

STOP BEING MEAN, KEEP THE AIR CLEAN!

What's in indoor air ?



Airborne particles

Diesel exhaust, carbon black, dust, smoke, fibres, plant matter, hair, pollen



Household odours and gases

Cooking odours, pet smells, cigarette smoke, chemicals, sink or drain smells



Volatile Organic Compounds (VOC's)

Paints, glues and varnishes, wood preservatives, cleaning supplies, office equipment, furniture



Microorganisms

Bacteria, mould (fungi), yeasts, mites and virus



Who We Are?

VayuGuard has a vision of providing clean and sanitized air not only at Affordable cost as well as without any higher recurring expenses. We trust that the nature of indoor air inside workplaces, schools, and different working environments is significant for Human' solace as well as for their wellbeing.

Healthy Breathing, Wealthy Exceeding!

Our Expertise?

We have developed a solution which not only caters Particulate Matter but also capable of sanitizing air and treating the volatile organic compounds.

TERRIBLE 10

1

TERRIBLE 1

PREMATURE DEATHS

2

TERRIBLE 2

ASTHAMA ATTACKS

3

TERRIBLE 3

CARDIOVASCULAR DISEASE

4

TERRIBLE 4

CLUNG CANCER

5

TERRIBLE 5

DEVELOPMENTAL DAMAGE

6

TERRIBLE 6

SUSCEPTIBILITY TO INFECTIONS

7

TERRIBLE 7

WORSENER COPD SYMPTOMS

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TERRIBLE 8

LUNG TISSUE SWELLING

9

TERRIBLE 9

LOW INFANT BIRTH WEIGHT

10

TERRIBLE 10

WHEEZING, COUGHING AND
SHORTNESS OF BREATH

The Opportunity



Segment #1

Vehicular Pollution by
Putting Solution on
Street Light poles.



Segment #2

Road Side Dividers, Pavements,
Footpaths and Tunnels.



Segment #3

Road sides can be
treated with Catalytic
based paint.

Air Defence for Roadside Pollution

Urban air pollution is comprised of a complex mixture of suspended particles, (particulate matter; PM), and gaseous pollutants, including nitrogen oxides (NO_x), ozone (O₃), amongst other pollutants.

The health effects resulting from exposure to urban air pollution are associated with huge economic impacts

This specially and dedicatedly designed solution for degradation of Exhaust and other other harmful carcinogenic substance, is capable of reducing not only the Particulate matter, Bond Breaking of exhaust gases, VOC and other gaseous compounds, but also treat the microbials, pathogens and allergens..

The system consists an array of Pre Filter, Nano-Spear cold plasma technology, washable Collection media, and Active Dual polarity Plasm-Ion technology, also we can add photocatalytic oxidation technology.



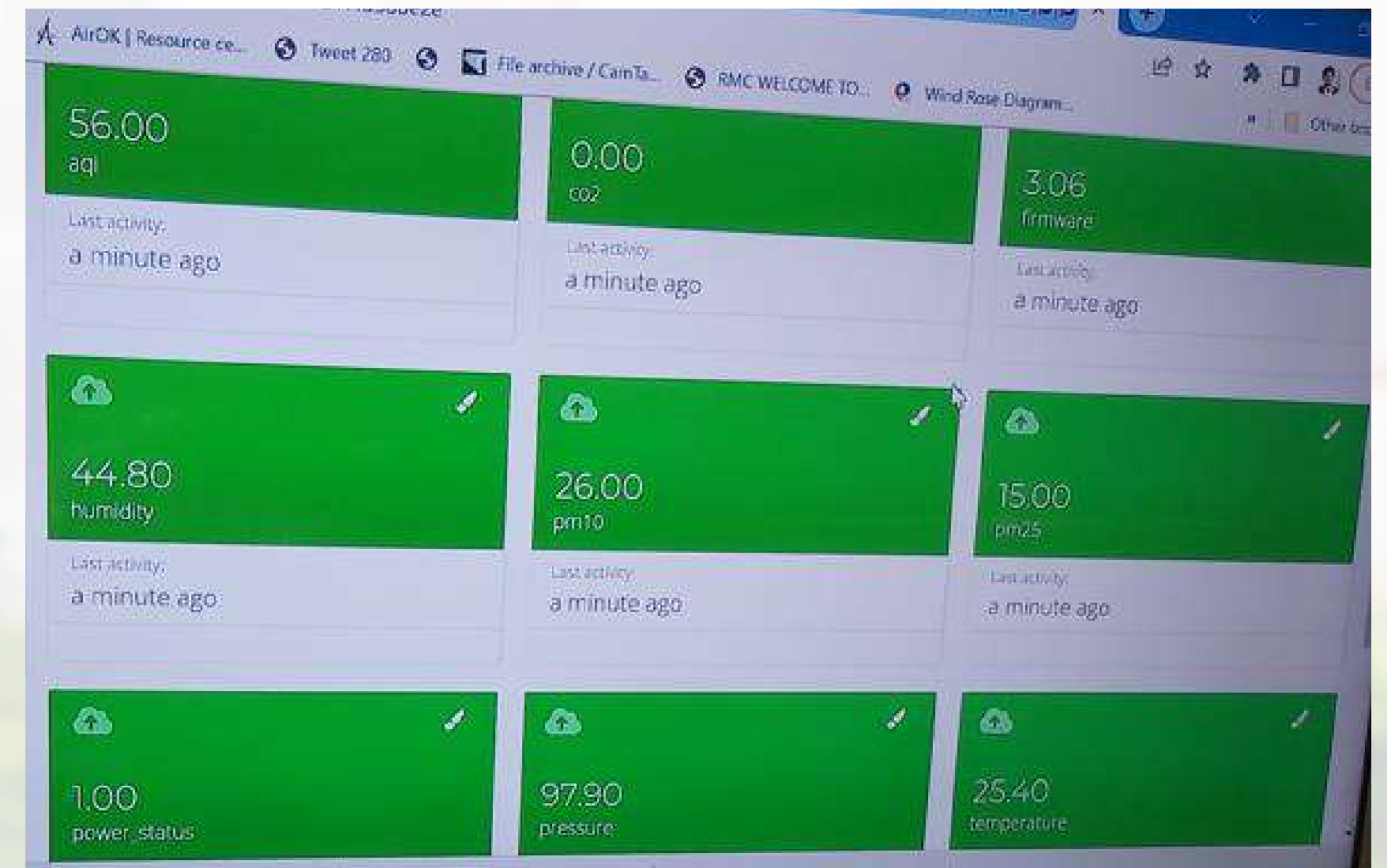
Making Air Visible

We are making air visible by showing the data via sensors on dashboard.

Not lots of people are ready to accept the truth or understand it. We dismiss important information when it is not visible “out of sight, out of mind” and we get influenced when something is shiny and pretty.

Our motive is to make the air visible by implementing sensors and monitoring devices so that one should know “what they are breathing”.

We have sensors and air quality monitors, which tends to depict the hidden parameters and making it visible in numbers.



Value Proposition

As our target is to Make Clean Air **Affordable**, this product is based on same!

Only system which is purely based on cleanable and reusable type with Passive and Active Air treatment with single unit. So there is no need to replace the main filters except UVGI and Mechanical Filter.

Buy once and use for years.

In addition to this we are working very closely with the need of Indian Market and the problem areas of Air Pollution. We are market driven and can do permutations and combination of technologies to address the problem.



Market Size



Global Air purifier Market Size is Projected to USD 21.15 Bn by 2027 Says Brandessence Market Research.

As per report the Global Market Size is valued at USD 10.38 Billion in 2020 and expected to reach USD 21.15 Billion by 2027 with a CAGR of 10.7% over the forecast period.

Total Available Market (TAM)

\$ 597 Million

The India air purifier market attained a value of about USD 100.41 million in 2021, driven by the deteriorating air quality in the country. Aided by the advancements in purification technologies, the market is expected to grow at a CAGR of 34.6% in the forecast period of 2022-2027 to reach nearly USD 597.11 million by 2027.

Serviceable Available Market (SAM)

At the initial levels or till first six months (Till May 2023) our prime target market will be Delhi(NCR) and after that we will also target other states with dedicated manpower for that area.

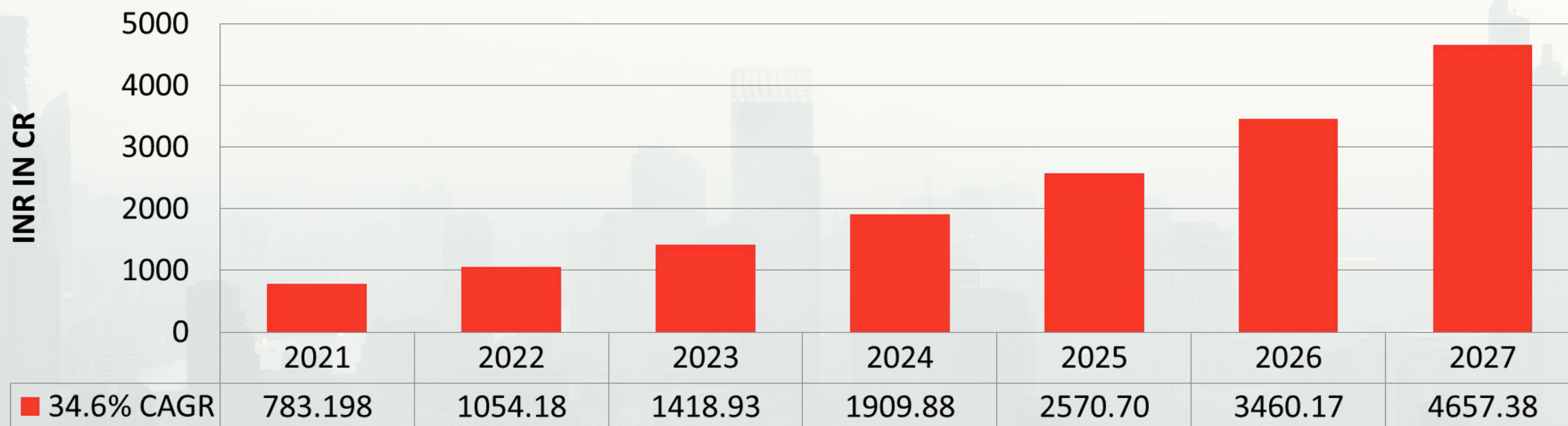
Serviceable Obtainable Market (SOM)

Our first hit will be towards Residentials, Commercials, Shopping Malls, Hospitals, Government Buildings, Builders, etc

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34.6% CAGR



Source: <https://www.expertmarketresearch.com/reports/india-air-purifier-market>



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Strengths

- **Strong R&D**
- **Customized Solutions**
- **Indian Design**
- **Pocket Friendly (ROI)**
- **Hybrid Solutions**
- **Passive and Active Technology**
- **Energy Efficient**
- **Low Pressure Drop**

W

Weaknesses

- **Brand Awareness**
- **Regular Cleaning will be required for Optimum results**
- **Bootstrapped till date**

O

Opportunities

- **Automation**
- **IOT Integration**
- **Scope of Advancement**
- **Market Driven**
- **New Product Development**

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Threats

- **New Startup Entity**
- **Low Awareness**

Business or Revenue Model

Sales Revenue Model is the most common one among the best revenue models for startups. It will be followed for initial crawling days of the Startup till March-2023, involves the customer or clients buying our products/services – directly, indirectly, or through the web.

1st April onwards we have planned for Ad-based revenue model, Indirect Sales, affiliate revenue model or 4P's model for the Financial Year 2023-24 and so on.

Apart from the above Pull type segment we are doing Push type also where we are working with the Consultants for putting our product's specifications in the upcoming new Projects. Also, we are pitching to the Government Segment via PWD.



4P'S Marketing Table



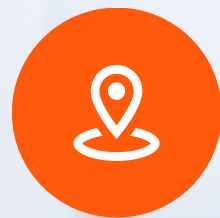
Promotion

- Online Marketing
- Influencer
- Direct Marketing
- Advertising
- Endorsing



Product

- Quality
- Features
- Branding
- Equity
- Warranties



Place

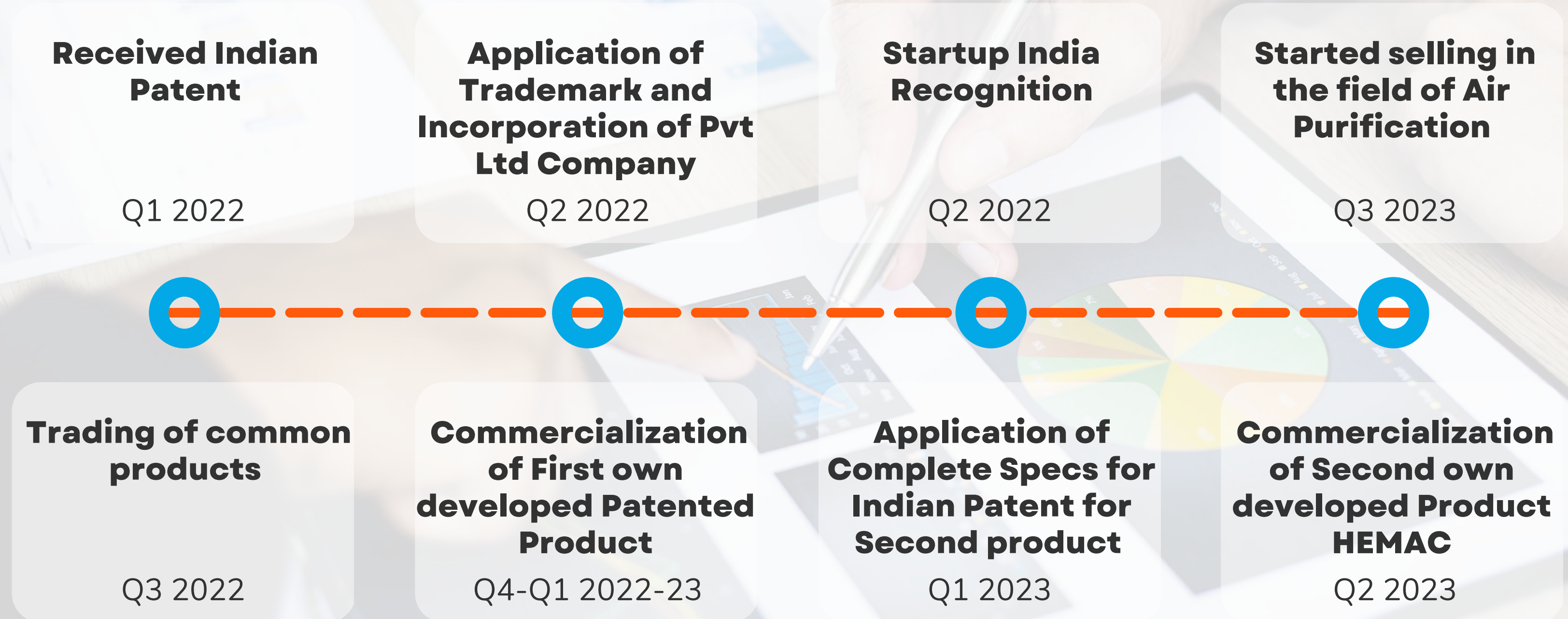
- Market Coverage
- Market Exposure
- Channels
- Inventory

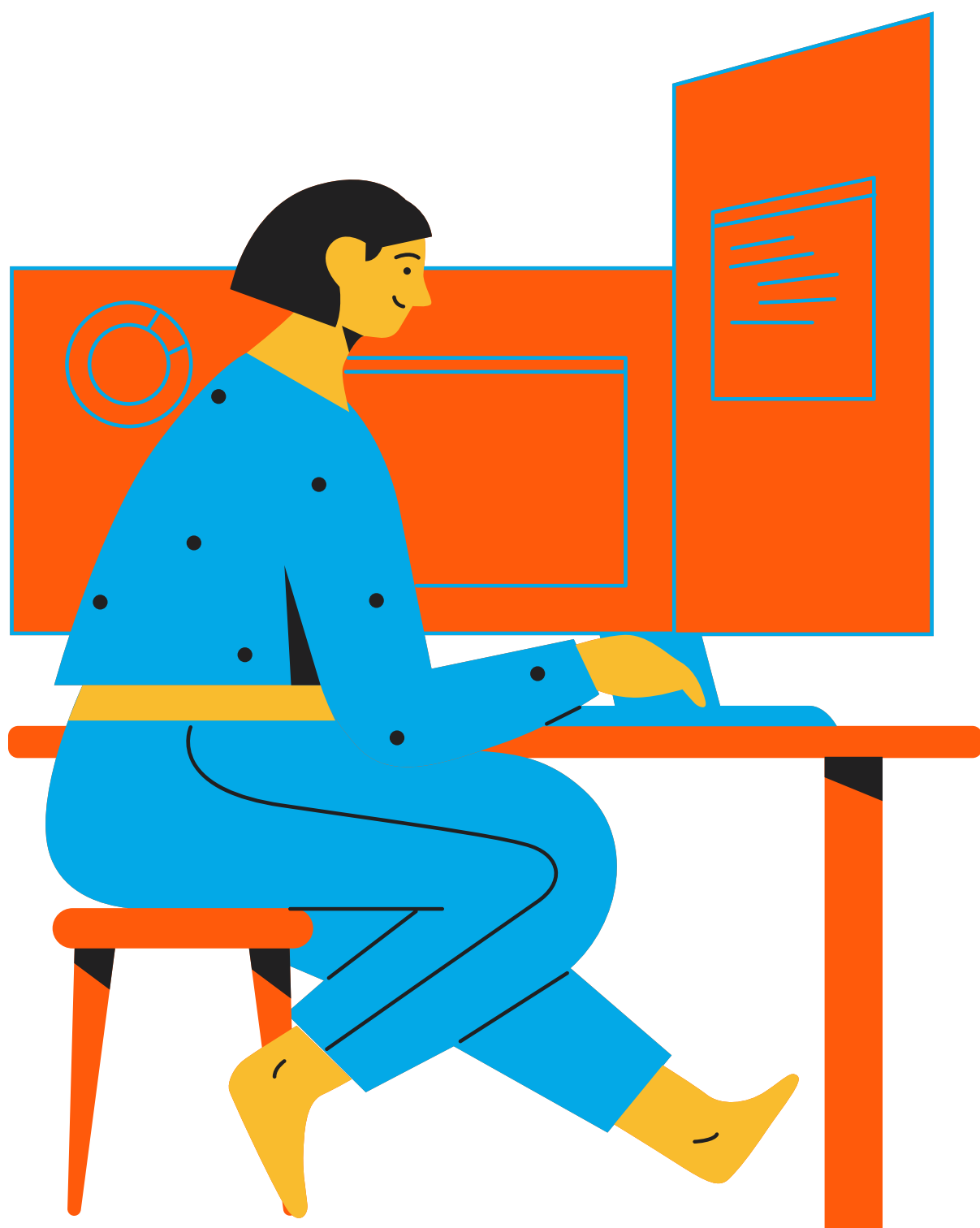


Price

- Discounts
- Allowance
- Payments Term

Achievements & Future Roadmap





Thank You