### **Competitor Analysis: Indian Air Purifier Market**

#### **Major Competitors & Their Differentiators**

| **Brand** | **Price Range (₹)** | **Filtration Stages** | **Key Features** | **Coverage Area** | **Differentiators** |
| --- | --- | --- | --- | --- | --- |
| **Dyson** | ₹30,000 – ₹55,000 | HEPA + Activated Carbon | Air multiplier, 350° oscillation, formaldehyde removal, app control | Up to 600 sq ft | Premium design, bladeless fan integration, VOC sensor |
| **Philips** | ₹8,000 – ₹35,000 | HEPA + Carbon (some with pre-filter) | Air quality display, auto mode, allergen mode | Up to 1000 sq ft | Strong brand trust, allergen mode for sensitive users |
| **Coway** | ₹10,000 – ₹25,000 | HEPA + Carbon | Air quality indicator, low noise, compact design | Up to 350 sq ft | Slim minimal design, Korean HEPA tech branding |
| **Mi (Xiaomi)** | ₹8,000 – ₹12,000 | HEPA + Carbon | OLED AQI display, smart app control, voice assistant integration | Up to 484 sq ft | Smart home integration at budget price |
| **Honeywell** | ₹9,000 – ₹25,000 | HEPA + Carbon | Real-time AQI display, silent mode | Up to 600 sq ft | Corporate segment focus, rugged build |
| **Sharp** | ₹12,000 – ₹28,000 | HEPA + Plasmacluster Ion | Plasmacluster ion tech (kills germs), auto mode | Up to 680 sq ft | Unique plasmacluster ionisation technology |
| **Blueair** | ₹22,000 – ₹55,000 | HEPA + Carbon | HEPASilent™ tech, whisper quiet, app control | Up to 775 sq ft | High CADR with low noise, Swedish build quality |
| **Kent** | ₹8,000 – ₹20,000 | HEPA + Carbon + UV | UV disinfection, air quality indicator | Up to 430 sq ft | UV feature for extra sterilisation |

#### **Key Observations for Recommendations**

✅ **Most common filtration:** HEPA + Activated Carbon  
✅ **Smart features becoming standard:** App control, AQI display, auto mode  
✅ **High-end differentiators:**  
- **Dyson:** Formaldehyde removal, bladeless fan integration  
- **Sharp:** Plasmacluster ionisation  
- **Blueair:** HEPASilent low-noise filtration

✅ **Feature gaps to highlight:** - Battery backup for power cuts (important in India) - Ultra-compact designs for small rooms - AI-based pollution prediction for proactive purifier operation - Integrated humidifier (few brands offer combined models) - Affordable models with formaldehyde or VOC filtration

#### **Deliverable Preparation Guidance**

✔️ Convert this table into a **Power BI Matrix or Excel Smart Table** for presentation  
✔️ Highlight **top differentiating features (green)** and **missing features (red)** for strategic recommendations  
✔️ Use icons for filters, smart features, and price segments to enhance dashboard visual appeal.

Let me know if you need: - Icons or image-based matrix design suggestions - Ready slide summaries for your upcoming presentations this week.

*(Prepared for Resume Project Challenge: Secondary Analysis Q2 – Competitor Analysis)*