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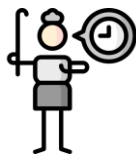
THE RED BRICK SUMMIT 2023
INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD



PROBLEM



22 of the 30 top most polluted cities are in India and **7 Million Deaths** annually attributes to air pollution



Average **life expectancy** in India will drop by **9.4 years** due to high pollution levels



More than 11 million tons of stubble was burnt last year causing high level of pollution from Haryana, Punjab to Delhi, West Bengal



Indoor Air is 10 times more polluted than ambient and we spend 90% of our time indoors exposing us to high concentrations of pollutants



The present air purifiers market do not cater to 65% of Indian Households and do not treat VOCs

SOLUTION

Pravaah aims to solve this multifaceted issue with curative and preventive solutions through its product offering of **Pravaah Purifier, Stubble Manure** and **Stubble Pots**.



**SDGS
CATERED**



VALUE OFFERING AND INNOVATION

PRAVAAH AIR PURIFIER



92% AQI Efficiency
(Industry Standard)

Tri-filter model

Cross subsidization
model



Low Price Point



DIY Replacement
Mechanism



90% Recycled
Elements Used

STUBBLE POTS AND MANURE



Pseudo In-Situ
Technique of Stubble
Management

Efficient Stubble
Management

Optimum Utilization
of Stubble Nutrients



Nutrient Rich



Accelerates
Plant Growth



Higher Water
Retention

Business Model



Marketing Strategies

Pravaah focuses on targeting prospective customers by running ads on Google AdSense and Facebook Ads which helps us reach a better audience compared to offline channels.



We have partnered with various NGOs that conduct various webinars and online sessions where the partner promotes the product offering.

Competitive Landscape – 3 Fold USP



Low Price Point: The product mix is sold at a combo price of Rs. 3500, well below the competition.



Holistic Product Mix: The product targets both PM and VOCs ensuring holistic purification.



Sensitisation & Marketing Modules: With a focus on bringing behavioral change, We have developed modules that focus on sensitization and building awareness which also helps Pravaah in its marketing.

We also conduct various sensitization sessions in RWAs, schools, CWS, etc. in partnership with Art of Living where we conduct an online session called “The Art of Well-Being”. This helps us to showcase our products as solutions too.





THANK YOU

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