

BUSINESS WORK PLAN

“Breathe Fresh. Breathe Lufta.”

DEBDEEP BANERJEE
SURYANSH JAISWAL
ANKIT KUMAR



Problem and Solution



Problem

Poor indoor air quality → health risks.

Rising pollution levels → urgent health priority.



Solution

Affordable, efficient air purifier — as essential as a water purifier.

Target Market



Primary Audience

Middle-class urban families, offices.



Geography

Start with Tier 1 and Tier 2 Indian cities.



Market Size

Growing demand due to rising pollution awareness.

Product Differentiation

Key Advantage: Affordable without compromising performance.

HEPA filtration + optional
UV treatment

Enter title here

Low power consumption

Enter title here



Compact, stylish design

Enter title here

Positioning and Branding



Brand Style

Affordable, trendy, reliable (inspired by Boat)



Brand Message

"Pure air for every home — no luxury, just necessity."

Go-To-Market Strategy



Launch

Online-first (Amazon, Flipkart) + retail chains.



SM Marketing

Influencer partnerships (health/lifestyle niches)



Medical retails

Hospital and clinic tie-ups



Discount strategy

Introductory discounts and EMI options.



Pricing Strategy

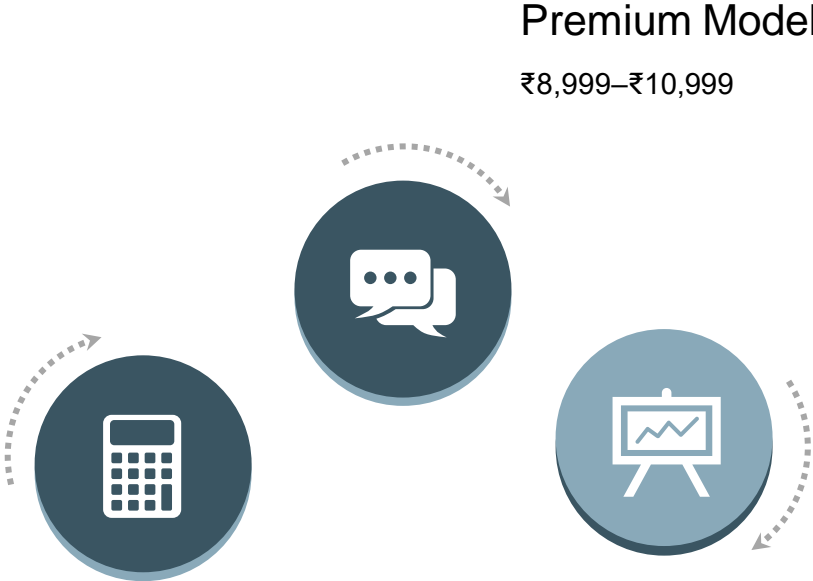
Basic Model
₹4,999–₹6,999



Premium Model
₹8,999–₹10,999



Subscription
Filter replacement packages





Revenue Model

One-time product sales

Enter title here



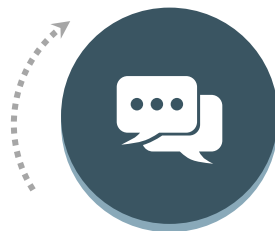
Ongoing revenue from consumables (filters, AMC plans)

Enter title here

Distribution Strategy

Focus on e-commerce initially

Enter title here, consectetur



Expand to offline retail via electronics chains (Croma, Reliance Digital)

Enter title here, consectetur

Manufacture via Indian OEM partners

Enter title here, consectetur adipiscing elit. Maecenas porttitor congue massa.

Strict quality control

Enter title here, consectetur adipiscing elit. Maecenas porttitor congue massa.

Dedicated after-sales service network

Enter title here, consectetur adipiscing elit. Maecenas porttitor congue massa.



Operations and Supply Chain

Enter title here, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Competitive Landscape

Competitors: Dyson, Philips, Xiaomi, Honeywell, Kent.





Technology and Innovation

Smart app monitoring (future upgrade)

Enter title here, consectetuer adipiscing elit.
Maecenas porttitor congue massa.

Eco-friendly design

Recyclable filters and body parts

Enter title

Enter title here, consectetuer adipiscing elit.
Maecenas porttitor congue massa.

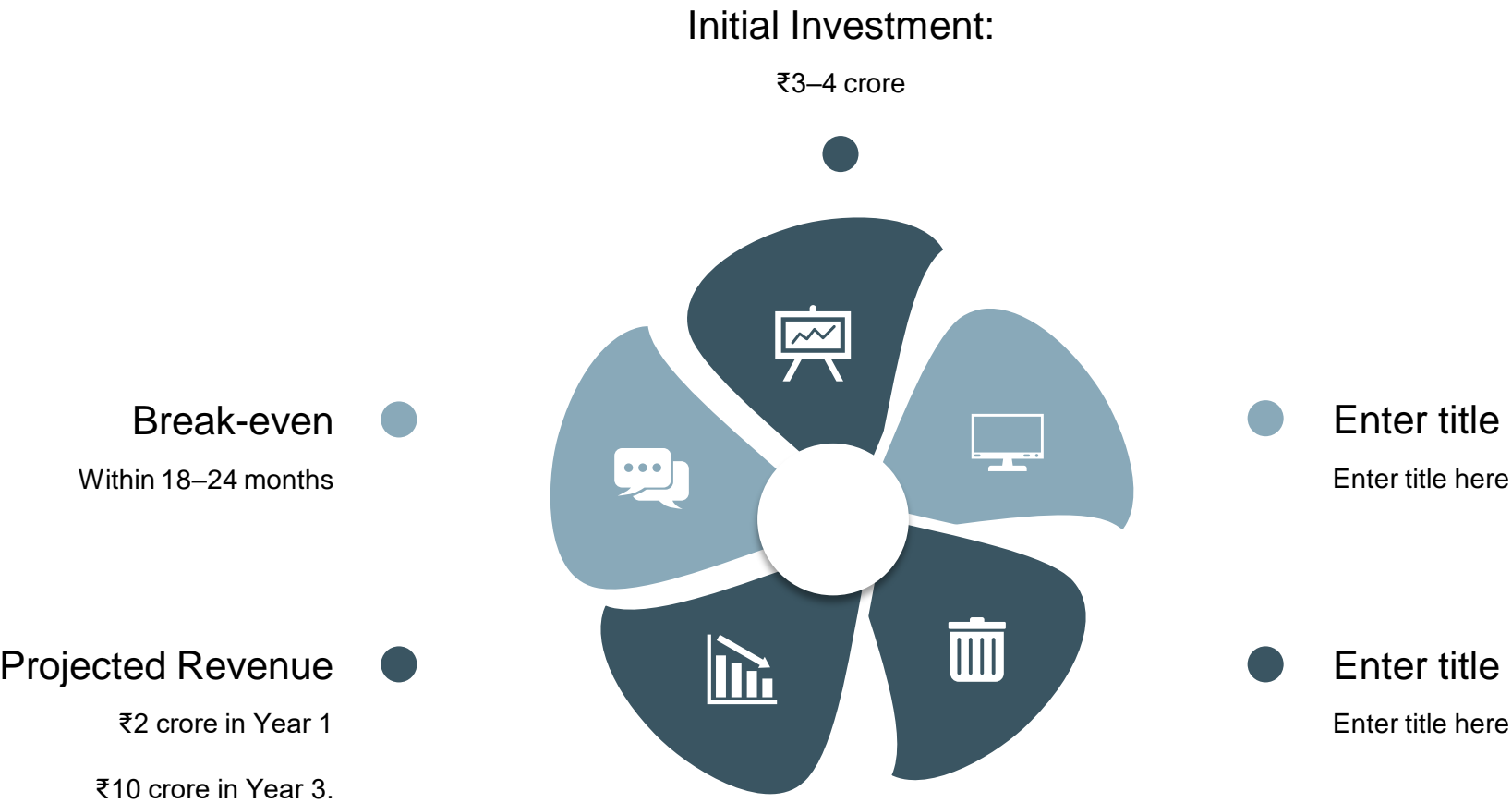
Enter title

Enter title here, consectetuer adipiscing elit.
Maecenas porttitor congue massa.



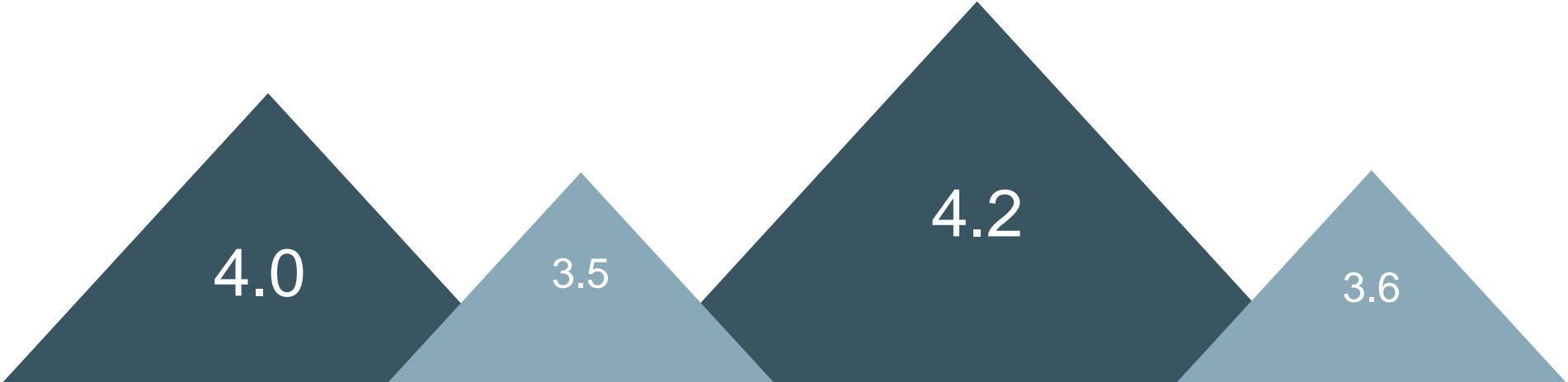


Financials





Scaling and Growth Strategy



Expansion

Expand to Tier 3 cities and Southeast Asia



New product lines

smart air monitors, affordable humidifiers



Enter title

Enter title here, consectetur adipiscing elit. Maecenas porttitor congue massa.

Risks and Challenges



Price wars with big brands

Enter title here



Managing supply chain costs

Enter title here



Handling product malfunctions

Enter title here



Maintaining customer trust

Enter title here



Enter title

Enter title here



Vision

Enter title here, consectetur adipiscing elit. Maecenas porttitor congue massa.



Become India's most trusted affordable air health brand.



Long-term

Expand into total home health tech (air, water, smart wellness).

An aerial photograph of a mountain lake, likely in a high-altitude region. The lake is surrounded by steep, rocky slopes and dense evergreen forests. A circular, semi-transparent overlay is centered over the lake, creating a frame for the text. The colors are muted, with a teal or cyan tint over the water and darker greens and browns on the land.

THANK YOU

—