



AirPure
Innovations

Product Market Fit Analysis

Explore The
Analysis

Powered By  **DATAFUL**

Researched and Built By Hitesh Gupta

111.13

Average AQI

PM10

Top Pollutant

291

Areas Monitored

Delhi

Most Polluted Location

Year

All

Month

All

State

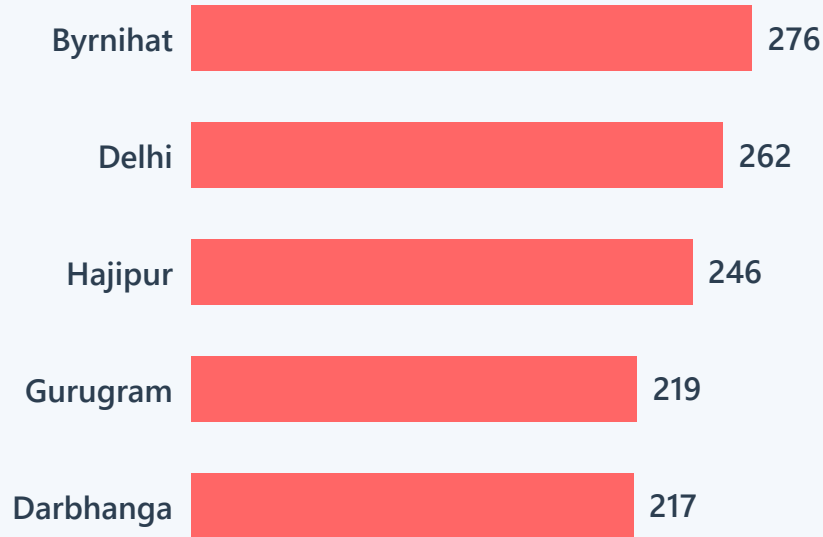
All

Zone

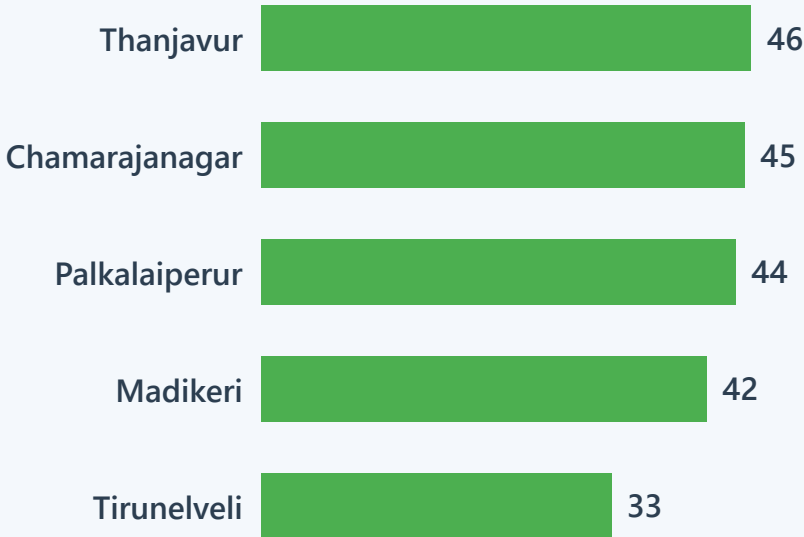
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Top 5 areas with Highest Avg AQI (6 months)



Bottom 5 areas with Highest Avg AQI (6 months)



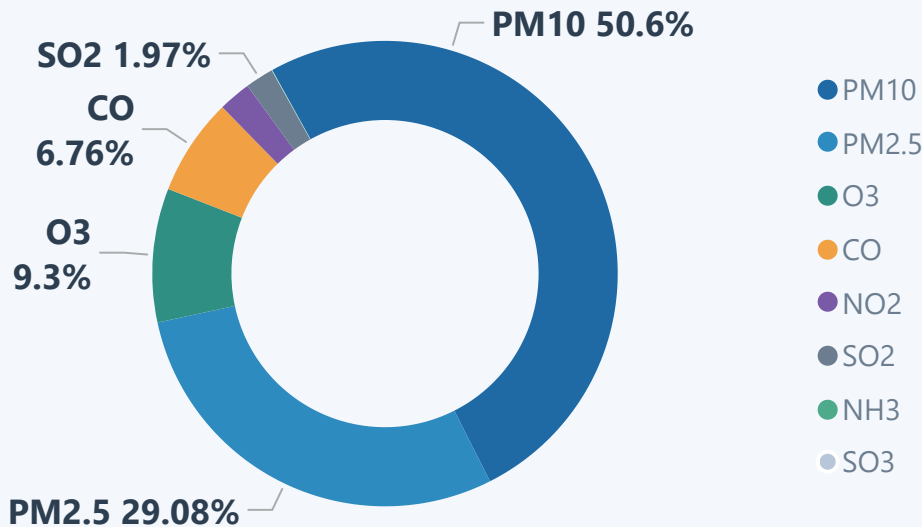
Top 2 and Bottom 2 Pollutants State Wise

State	Top 2	Bottom 2
Andaman and Nicobar Islands	PM10, CO	PM2.5, O3, NO2
Andhra Pradesh	PM10, PM2.5	SO2, NO2
Arunachal Pradesh	PM2.5, PM10	CO, SO2
Assam	PM10, PM2.5	SO3, NO2
Bihar	PM10, PM2.5	SO2, NO2
Chandigarh	PM10, PM2.5	NO2, CO
Chhattisgarh	PM10, PM2.5	SO2, O3
Delhi	PM2.5, PM10	NO2, CO
Gujarat	PM2.5, PM10	SO2, O3
Haryana	PM2.5, PM10	NH3, SO2
Himachal Pradesh	PM10, O3	NO2, CO
Jammu and Kashmir	PM10, PM2.5	CO, NO2
Jharkhand	PM10, CO	O3, SO2
Karnataka	PM10, CO	SO3, NH3
Kerala	PM10, PM2.5	SO2, NH3
Madhya Pradesh	PM10, PM2.5	SO3, SO2
Maharashtra	PM10, PM2.5	NH3, SO3
Manipur	SO2, PM2.5	PM10, O3
Meghalaya	PM2.5, PM10	CO, NO2
Mizoram	PM10, SO2	PM2.5, CO
Nagaland	PM2.5, SO2	CO, PM10

Weekday VS Weekend AQI

Area	Weekday	Weekend
Agartala	111.80	105.29
Agra	81.97	77.34
Ahmedabad	114.72	116.79
Ahmednagar	120.97	120.93
Aizawl	47.48	48.86
Ajmer	90.43	94.09
Akola	85.36	82.64
Alwar	85.05	82.31
Amritsar	68.85	64.88

Pollutant Distribution





Average AQI Value (2022-2025)



Monthly Avg AQI of Top 10 states

State	January	February	March	April	May	June	July	August	September	October	November	December
Andhra Pradesh	114.74	94.38	78.55	70.89	68.96	63.19	49.71	55.24	52.96	77.19	95.25	99.07
Bihar	245.57	188.38	147.44	161.41	132.23	123.32	79.25	80.33	79.33	120.33	229.58	251.81
Haryana	182.05	139.75	112.13	149.71	156.46	133.03	74.87	74.85	83.64	152.96	239.46	185.77
Karnataka	76.64	76.64	72.73	66.46	60.23	50.31	44.99	46.61	44.73	60.51	74.96	71.61
Madhya Pradesh	141.35	117.45	105.42	119.29	115.48	86.67	56.91	62.59	66.30	114.67	164.54	144.83
Maharashtra	141.34	128.36	122.87	104.36	99.17	70.24	51.38	53.91	59.01	108.85	158.83	138.71
Odisha	193.61	144.89	137.73	129.21	98.81	92.40	57.66	65.73	61.35	91.33	153.51	167.74
Rajasthan	165.44	131.83	118.79	132.31	137.71	110.34	82.08	79.34	79.58	120.97	193.22	176.34
Tamil Nadu	90.18	81.79	69.80	61.69	61.29	55.13	56.13	55.86	50.65	59.19	71.84	77.94
Uttar Pradesh	160.45	122.91	108.84	138.23	135.87	122.77	63.50	70.23	77.51	144.28	200.61	166.22

Top 2 Diseases by State & Average AQI

State	Top 2 Diseases	Average AQI
Andaman and Nicobar Islands	Acute Diarrheal Disease (117), Fever with Rash (8)	61.43
Andhra Pradesh	Acute Diarrheal Disease (3301), Cholera (1081)	77.88
Arunachal Pradesh	Acute Diarrheal Disease (327), Chickenpox (166)	54.57
Assam	Acute Diarrheal Disease (2803), Food Poisoning (2018)	114.90
Bihar	Acute Diarrheal Disease (1388), Dengue (840)	156.81
Chandigarh	Cholera (16)	141.40
Chhattisgarh	Acute Diarrheal Disease (9011), Cholera (745)	78.67
Dadra and Nagar Haveli and Daman and Diu	Acute Diarrheal Disease (112), Fever of Unknown andigin (PUO) (101)	
Delhi	Dengue (40), Measles (2)	205.42
Goa	Cholera (226), Food Poisoning (63)	
Gujarat	Acute Diarrheal Disease (5209), Food Poisoning (3805)	110.64

Year

All

Month

All

State

All

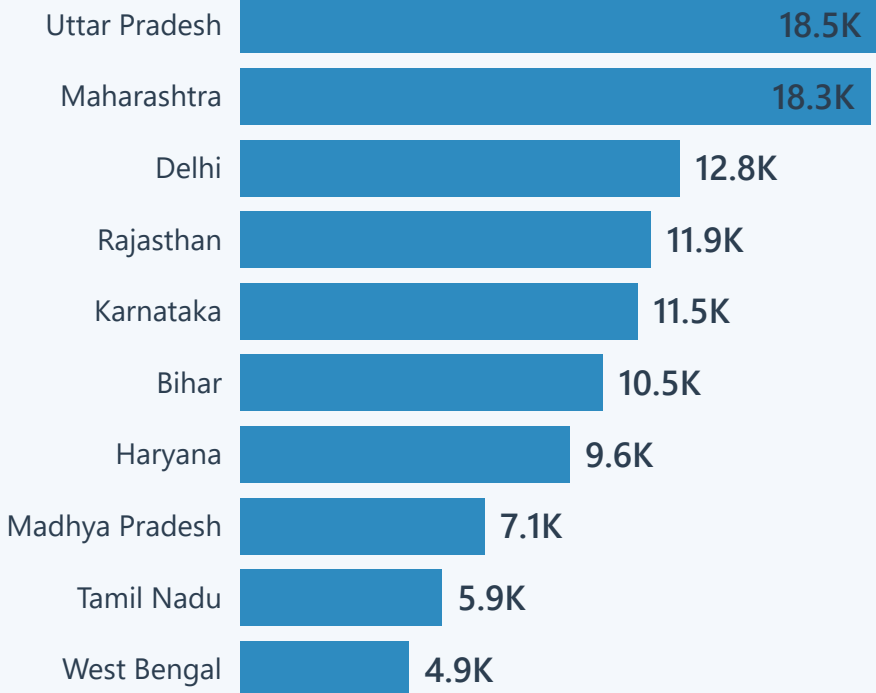
City Type

All

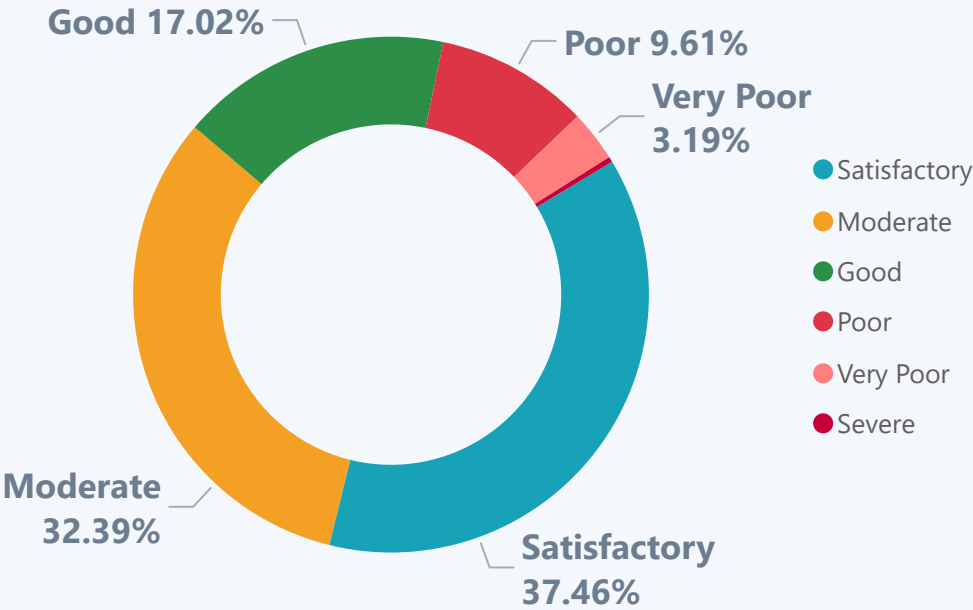




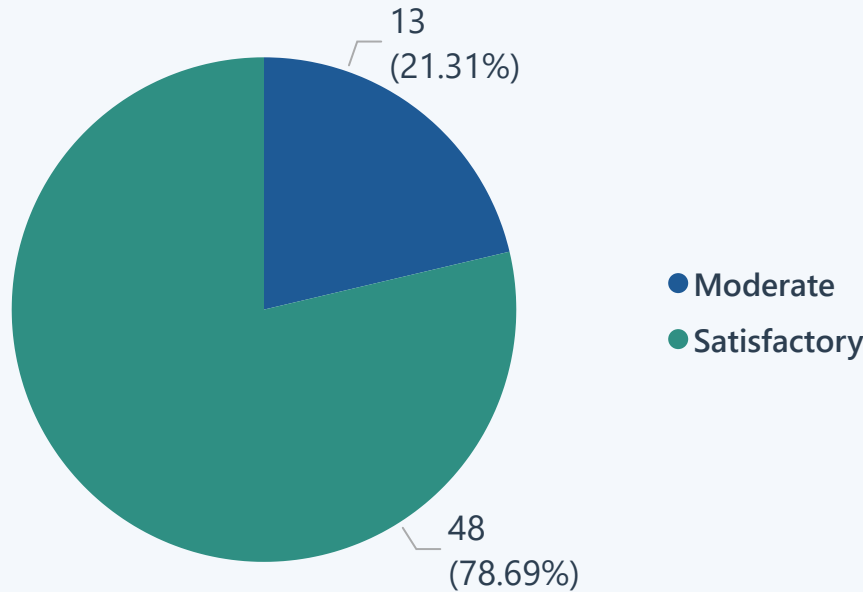
Number of Monitoring Stations by State



Air Quality Category Distribution



Air Quality Status Of Bengaluru (Mar 25 - May 25)



Year

2023

Month

All

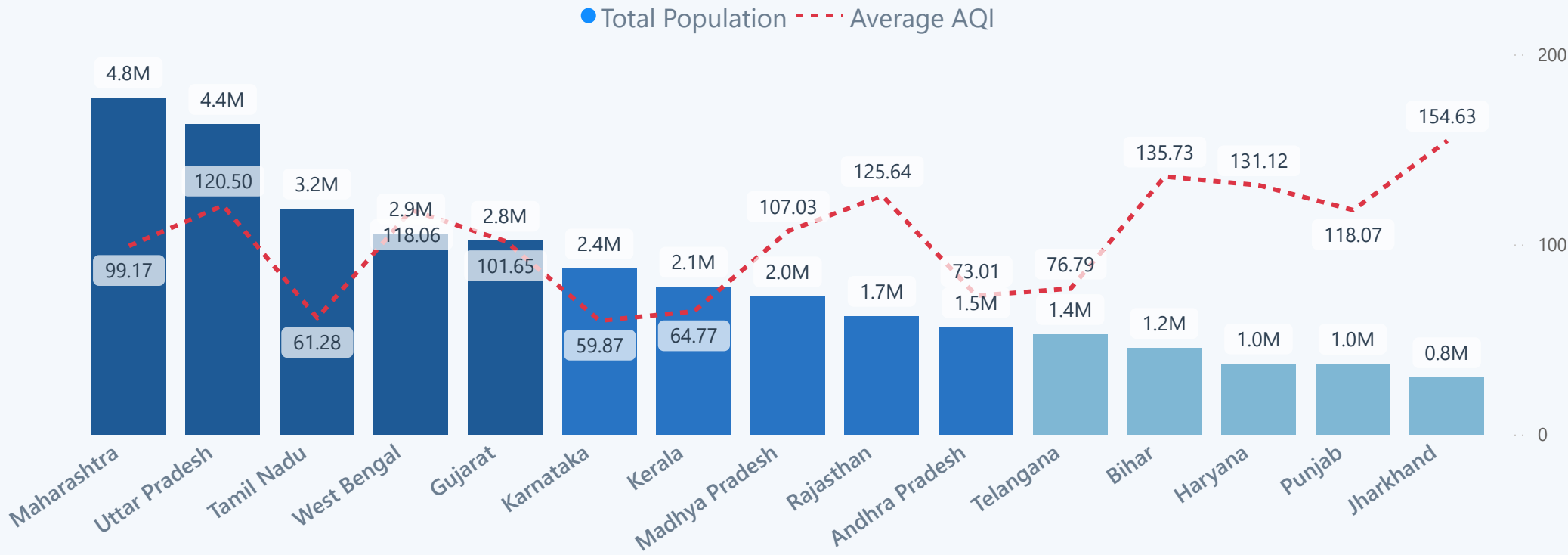
State

All

Area

All

Population and Avg of AQI by State



Tier 1 & 2 City Avg AQI Comparison

City	2022	2023	2024	2025
Ahmedabad	109.23	110.13	114.45	131.59
Bengaluru	73.31	72.59	73.94	88.49
Bhopal	124.22	117.11	113.73	126.99
Chennai	70.87	78.08	71.85	75.48
Delhi	198.89	203.63	208.93	224.61
Hyderabad	78.23	84.29	76.79	90.37
Indore	104.51	109.81	83.68	88.49
Jaipur	121.97	131.83	135.39	139.39
Kanpur	114.39	114.50	108.31	106.50
Kolkata	95.35	105.05	100.86	111.80





75M

Total Registered vehicles

72

Types of Vehicle Classes

20

Number of Fuel Types

November

Month with Most Registrations

Year

All

Month Name

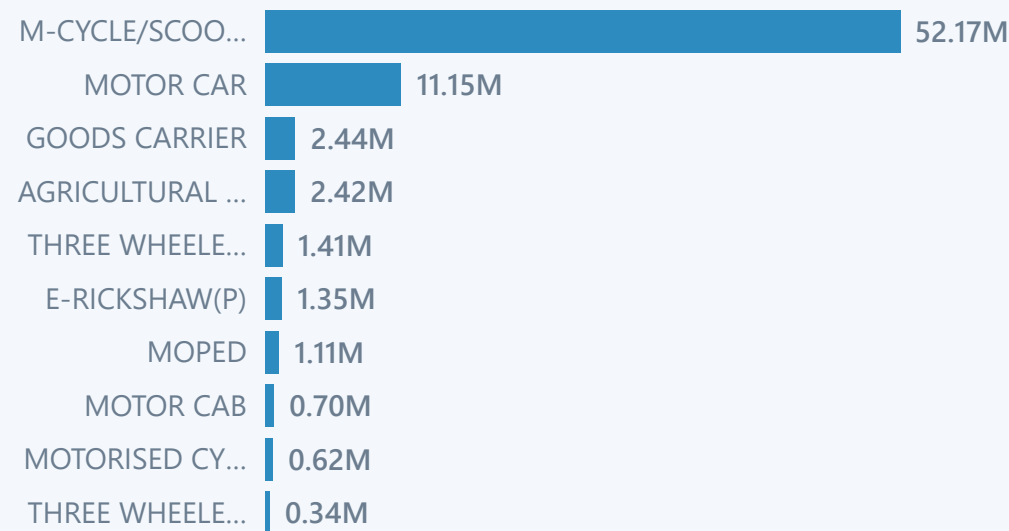
All

State

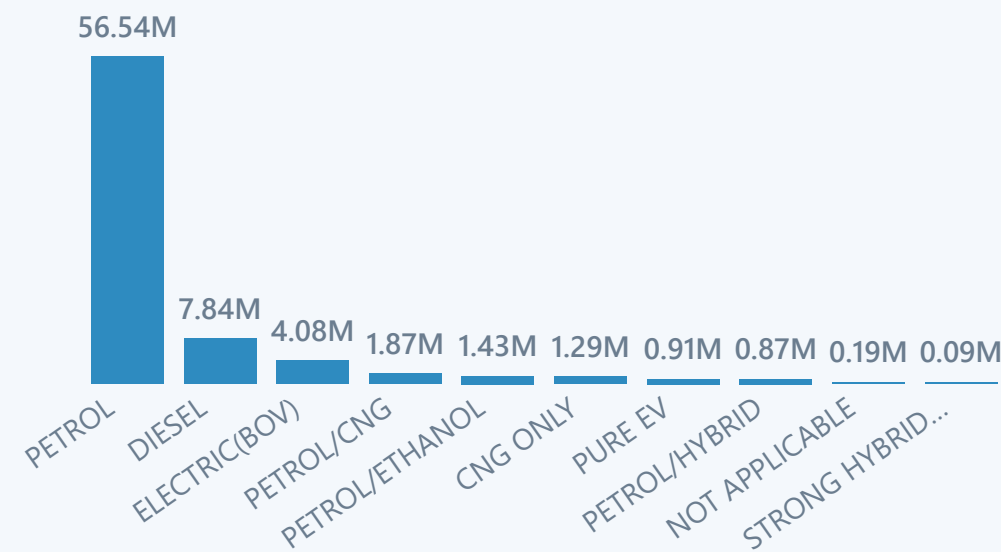
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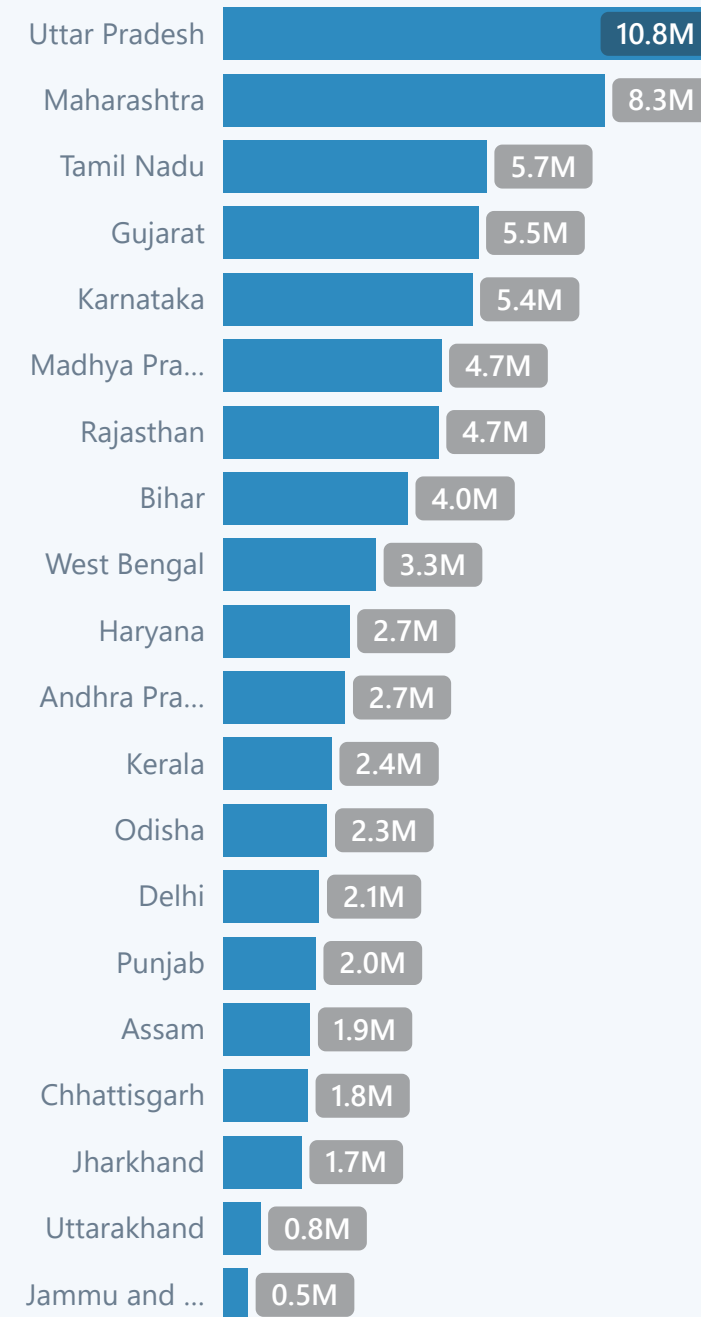
Total Vehicles by Class



Total Vehicles by Fuel Type

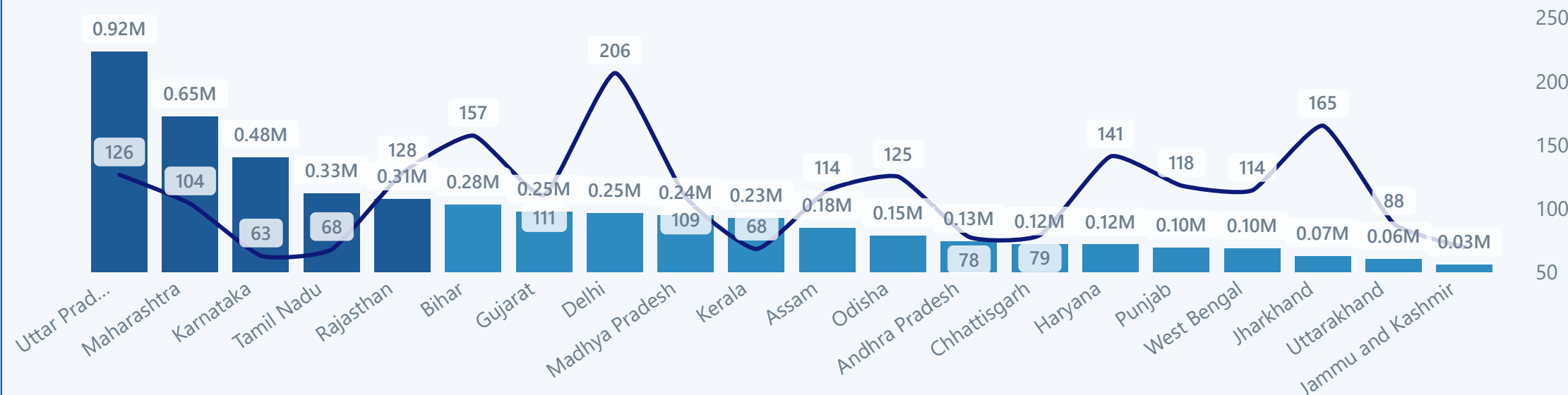


Total Vehicles by State



Total EVs and Average AQI by State

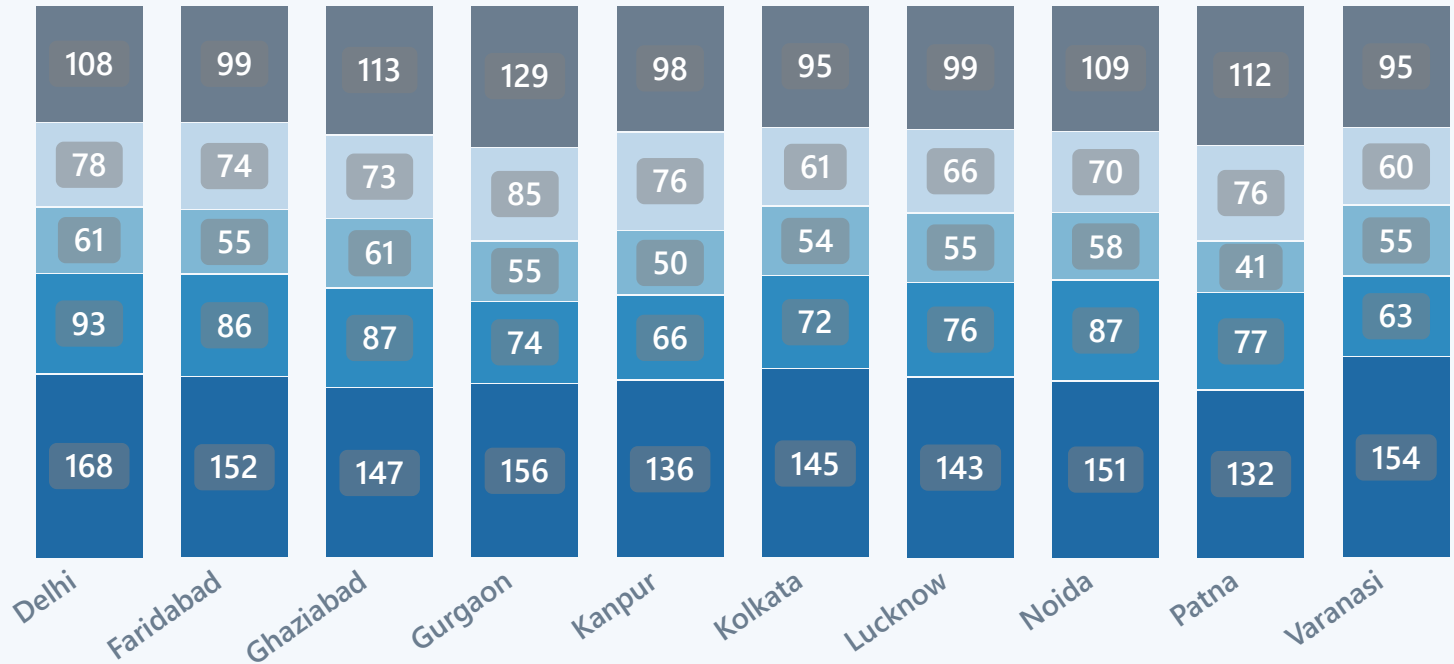
Total EVs — Average AQI





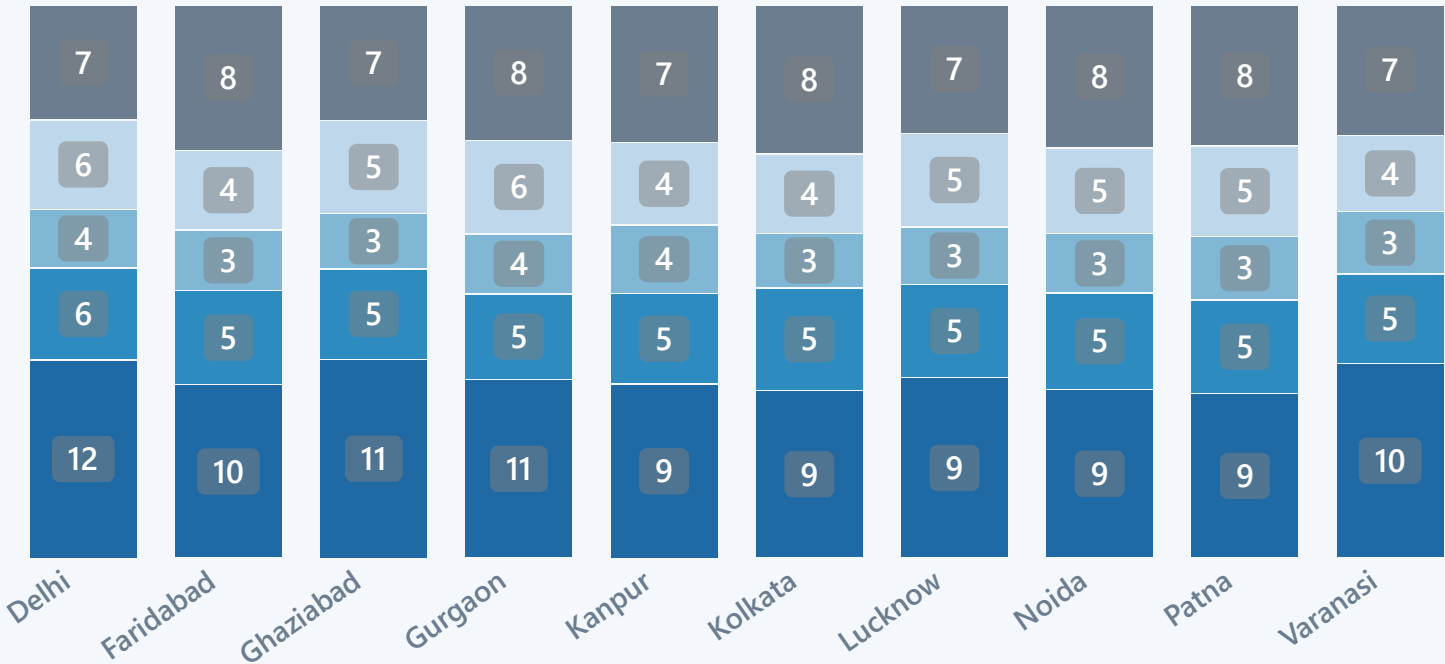
Respiratory Hospitalisations Per 100k by Age group

0-5 years 6-17 years 18-39 years 40-59 years 60+ years



Respiratory Deaths Per 100k by Age group

0-5 years 6-17 years 18-39 years 40-59 years 60+ years



Year

2024

Month_Name

January

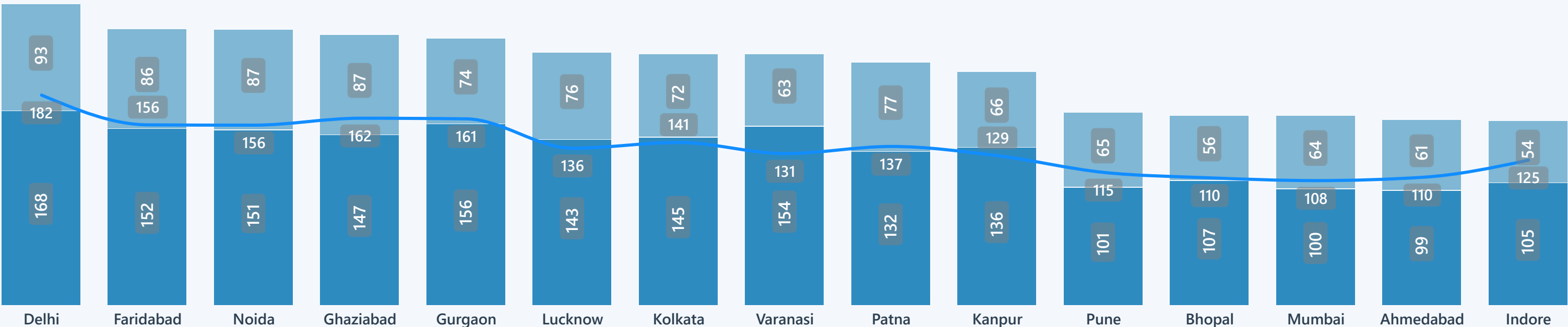
City

All



Avg PM 2.5 Level and Respiratory Hospitalisations Per 100k by Age group (under18 years)

0-5 years 6-17 years Average PM2.5 Level $\mu\text{g}/\text{m}^3$



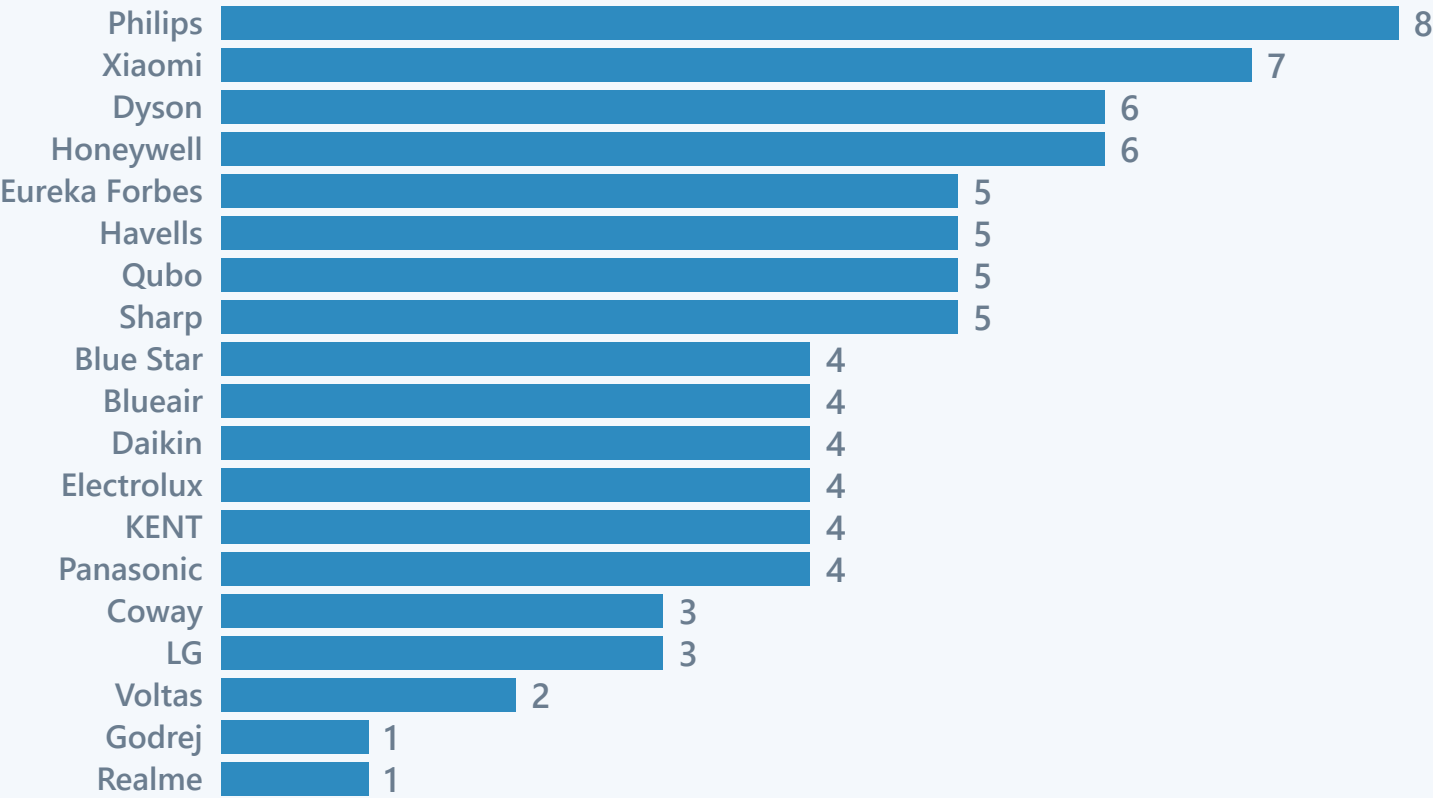
Health Data

Sources:

The Lancet Planetary Health, WHO India Health Database, CPCB, IQAir Global Air Quality Reports, ICMR



Number Of Popular Models Brand-wise



Brand Model Comparison

Brand	Model	CADR m³/h	Coverage Area sqft	Approx. Price INR
Blue Star	BS-AP250RAP	230	250	8500
Blue Star	BS-AP300DAI	250	300	7690
Blue Star	BS-AP450SANW	350	450	13500
Blue Star	BS-AP490LAN	444	490	15000
Blueair	Blue Pure 411	185	183	9499
Blueair	Joy S	190	172	11721
Blueair	Blue Pure 121	300	540	21499
Blueair	Blue Pure 211	350	540	34996
Coway	AirMega 150 (AP-1019C)	303	355	12900
Coway	AirMega 200M	340	431	18500
Coway	AirMega Aim	350	409	21900
Daikin	MC30UVM6	180	250	12500

Brand

All



Top Brands Key Differentiators

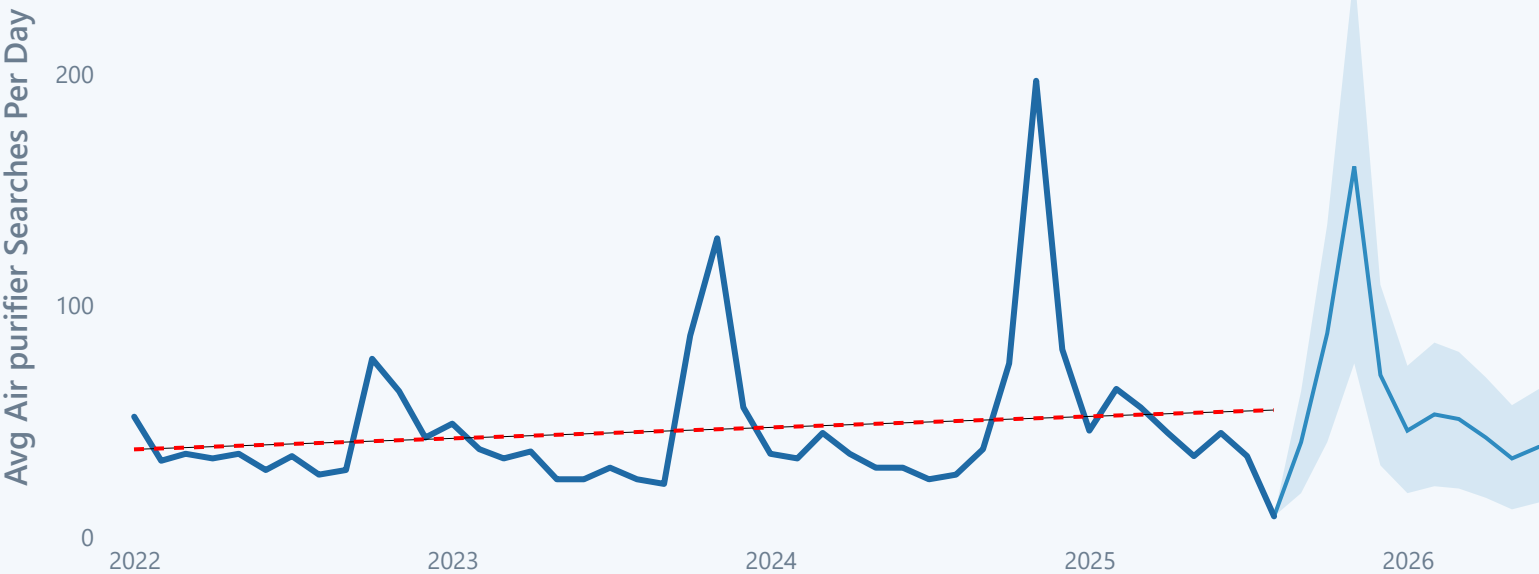
Brand	Filtration Technology	Top Pollutants Targeted	Smart Features Offered
Blue Star	Pre-filter, Activated Carbon, HEPA H13, UVC, Ionizer	Allergens, Viruses, PM2.5, Bacteria, Odors, VOCs	6-stage filtration, Multi-color LED AQI, Timer, 5-stage filtration, Digital AQI, Timer up to 12hr
Blueair	HEPASilent, Activated Carbon, Carbon filter, Washable pre-filter, Washable fabric pre-filter	Dust, Smoke, Allergens, VOCs, Pet dander	360° air intake, One-button control, Compact design, One-button operation, 6 fabric pre-filter colors, Washable fabric pre-filter, Washable pre-filter in multiple colors
Coway	Green Anti-Flu True HEPA, Patented Urethane Carbon, Washable pre-filter, Max2 filter (Pre+Carbon+HEPA), 3-stage filtration (Pre-filter, Carbon, HEPA)	Allergens, Odors, PM2.5, 99.97% particles ≥0.3µm, VOCs, Large particles, Airborne bacteria	Auto mode, Real-time air quality indicator, Real-time AQI, 8500 hours filter life, 4-stage speed control, 360° purification, 80° auto-oscillation, Real-time AQI with color indicator, 4-stage filtration
Daikin	Pre-filter, Deodorising filter, HEPA, Streamer unit	Allergens, PM2.5, Bacteria, Viruses, Odors	Streamer discharge technology, Silent operation, Streamer discharge, PM2.5 sensor, Advanced streamer technology, Auto speed adjustment, High performance streamer, Real-time pollution indicator
Dyson	Activated Carbon, HEPA H13, HEPA, 360° Glass	VOCs, Allergens, PM2.5, 99.95% particles ≥0.1µm,	Night mode, Oscillation, Whole-room purification, Desk air purifier, 10

Sources:

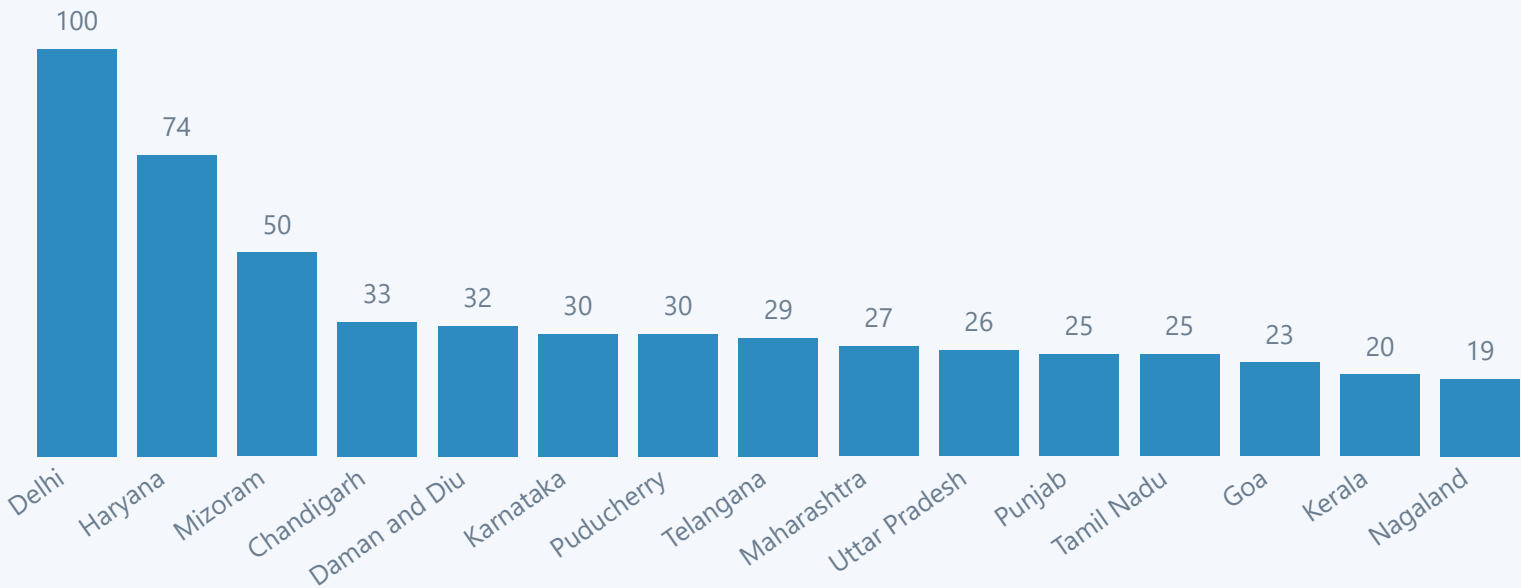
Various Ecommerce Sites (Amazon, Flipkart, Croma, etc.). Company Specific Sites.



Air Purifier Search trends



Average Air Purifier Searches Per Day By Locations

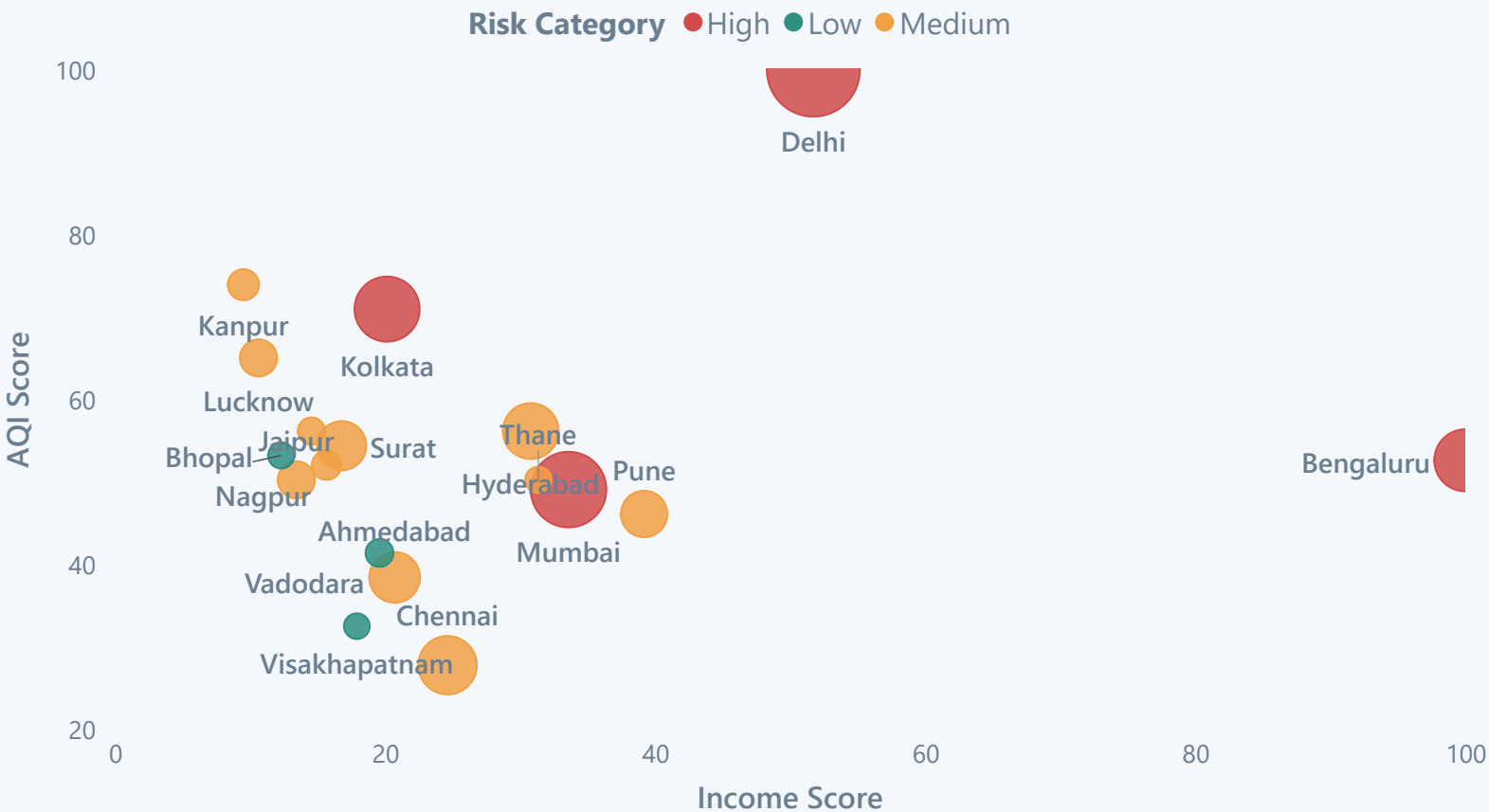


Sources:
Google Trends

Market Analysis of Tier 1 & Tier 2 Cities

City	Population in Millions	Per Capita Income INR	Annual AQI Avg. 2025	Air Purifier Market Potential INR	Market Penetration Estimate %
Ahmedabad	8.90	185K	65	28M	0.002
Bengaluru	14.00	893K	89	165M	0.001
Bhopal	1.80	110K	90	6M	0.003
Chennai	12.30	220K	47	28M	0.001
Delhi	33.80	462K	169	1248M	0.008
Hyderabad	11.10	275K	95	101M	0.003
Indore	2.00	130K	95	9M	0.003
Jaipur	4.30	120K	85	14M	0.003
Kanpur	2.80	85K	125	13M	0.005
Kolkata	15.60	180K	120	140M	0.005
Lucknow	4.30	95K	110	17M	0.004
Mumbai	21.70	300K	83	170M	0.003

City Risk Score by Income Score, AQI Score and Population by City

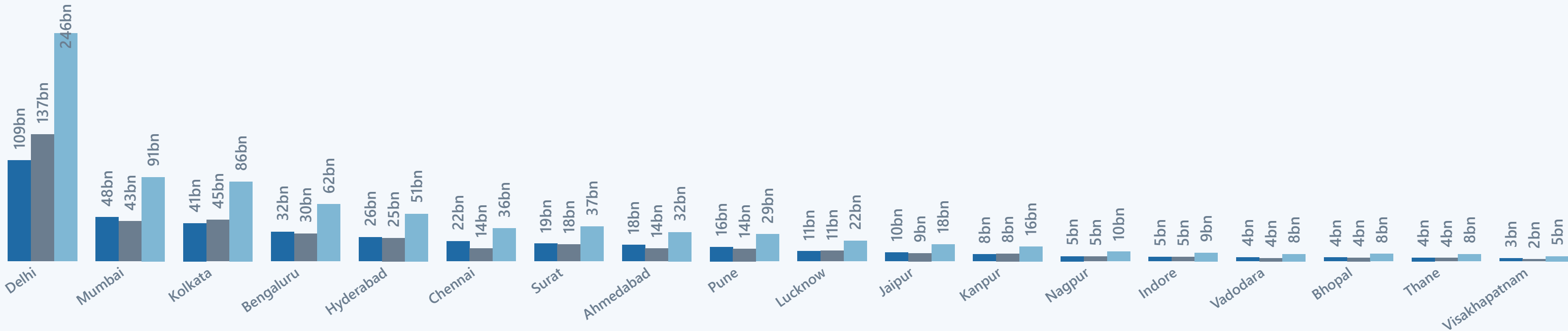


Sources:
AIIMS Delhi Annual Reports, National Health Accounts (MoSPI), CPCB, Census of India.



Annual Healthcare Cost, Productivity Loss and Total Health Economic Impact in INR of Tier 1 & 2 Cities

● Annual Healthcare Cost in INR ● Productivity Loss in INR ● Total Health Economic Impact in INR



Competitor Feature Gap Matrix

Brand	Smart AQI Sync	Compact Design	Energy Efficiency	India Specific Filters	VOC Free Materials	Predictive Maintenance	Price Range INR	Market Share Percent	Overall Gap Score	Gap Opportunity
Blueair	No	Medium	Good	No	Good	No	9499-34996	3	2.10	High Gap
Coway	No	Good	Excellent	No	Good	No	12900-21900	4	2.90	High Gap
Daikin	No	Medium	Good	No	Medium	No	12500-28500	4	2.20	High Gap
Dyson	No	Poor	Medium	No	Good	Basic	25900-55900	8	1.80	High Gap
Honeywell	No	Medium	Good	No	Medium	No	8889-15390	15	2.40	High Gap
KENT	No	Good	Medium	Partial	Poor	No	6349-19999	8	2.40	High Gap
LG	Partial	Poor	Good	No	Good	Basic	28999-45890	6	2.30	High Gap
Philips	Partial	Medium	Good	No	Medium	Basic	7995-28995	22	2.40	High Gap
Sharp	No	Medium	Good	Partial	Medium	No	8990-29990	12	2.60	High Gap
Xiaomi	No	Good	Good	No	Poor	No	8999-21999	18	2.10	High Gap