

# Product Market Fit Analysis - AirPure Innovations

Identifying Strategic Markets Based on Demographics & AQI



Executive Dashboard



AQI Mapping



EV Adoption Rate



Health Insights



Priority Markets



Year

2024

2025

AQI legend

Severe

Above 400

Very Poor

301-400

Poor

201-300

Moderate

101-200

Satisfactory

51-100

Good

less than 50

# Executive Summary Dashboard

Date

11/1/2024



12/31/2025



123

Average AQI



Moderate

PM2.5, PM10

Top 2 Pollutants

1.5bn

Current Population (2025)

1.9%

Population Growth

7.8%

EV Adoption Rate (%)

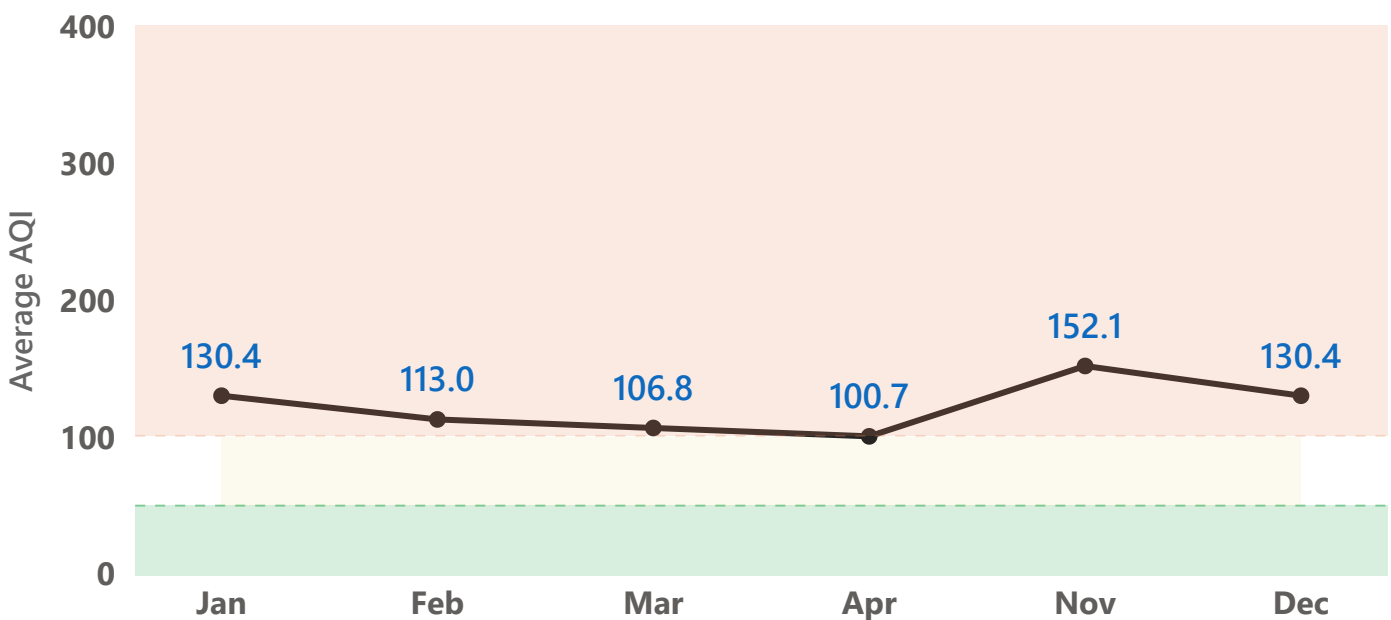


Yearly

Monthly

Weekly

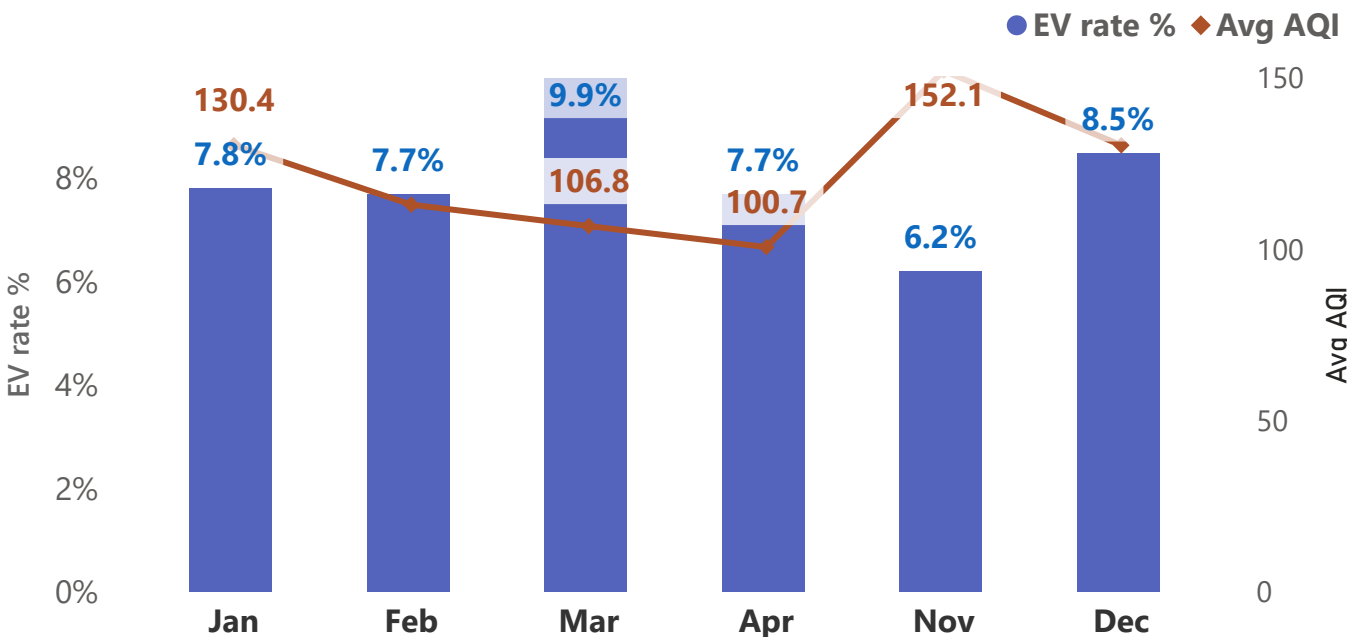
Monthly Average AQI Trend



EV rate %

Respirator  
y diseases

Trend : EV adoption rate(%) and Average AQI



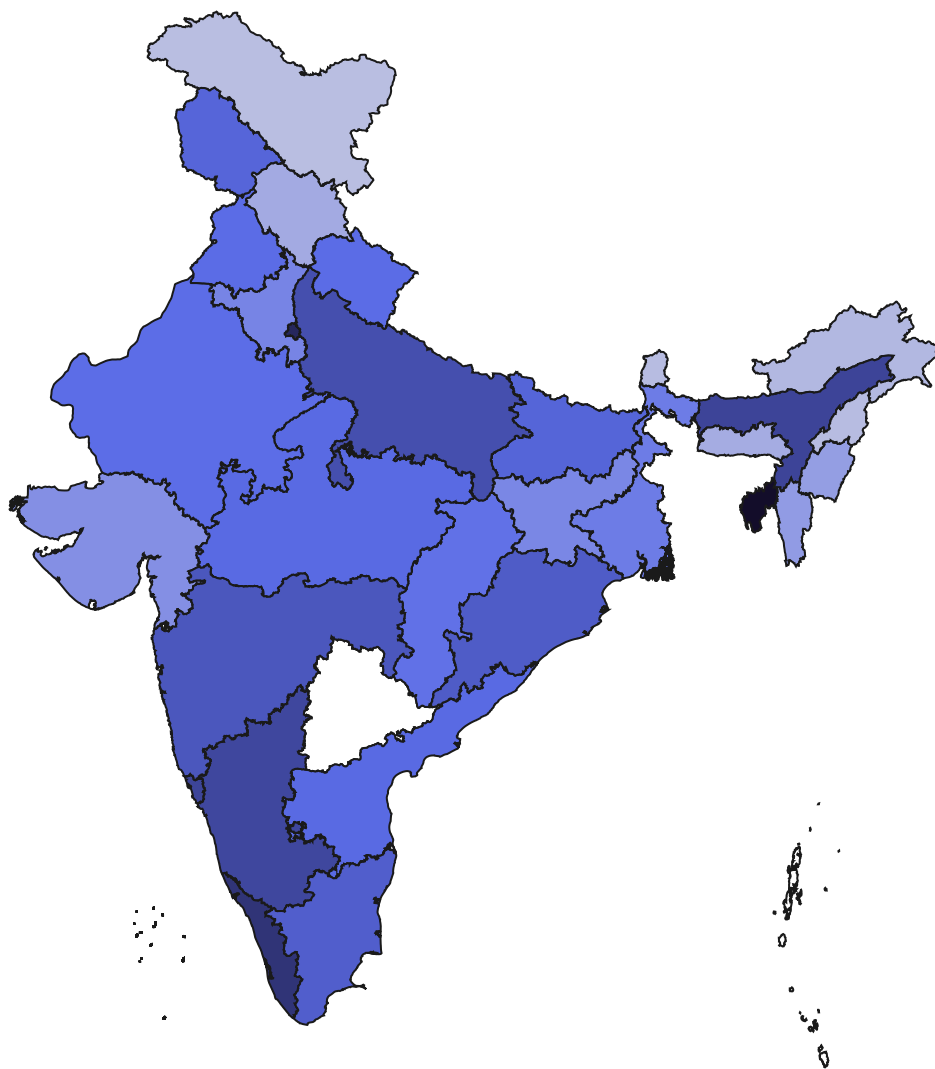
AQI

EV rate

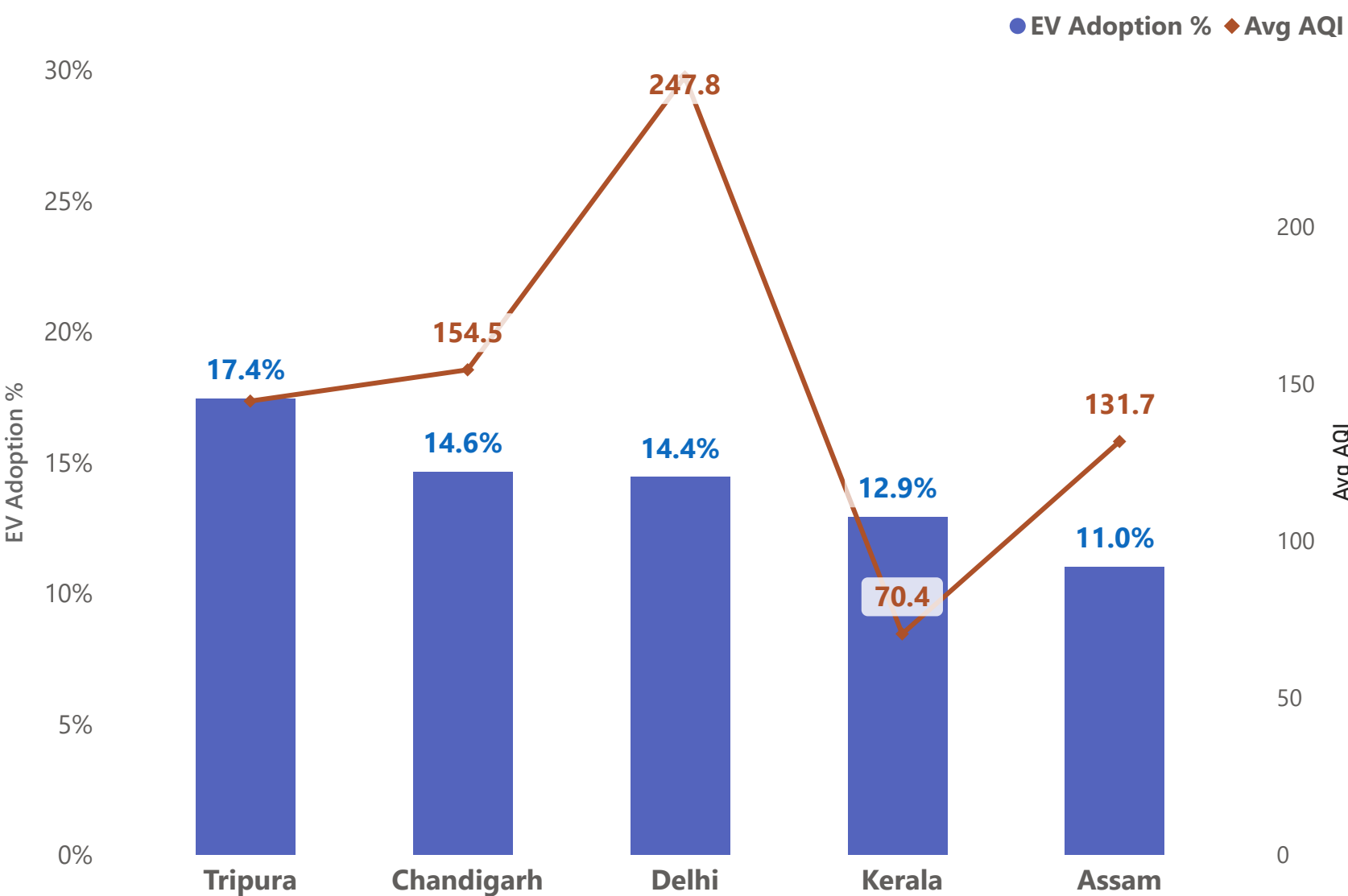
Respiratory  
Diseases

Population

EV Adoption % Distribution across states



Top 5 States: EV Adoption (%) and AQI





Year

2022

2023

2024

2025

Pollutants

All



State

All



City Tiers

Tier 1

Tier 2

Tier 3

City Type

Metro

No-Metro

# Air Quality Insights for Strategic Product Planning (Apr 2022 - Apr 2025)

110

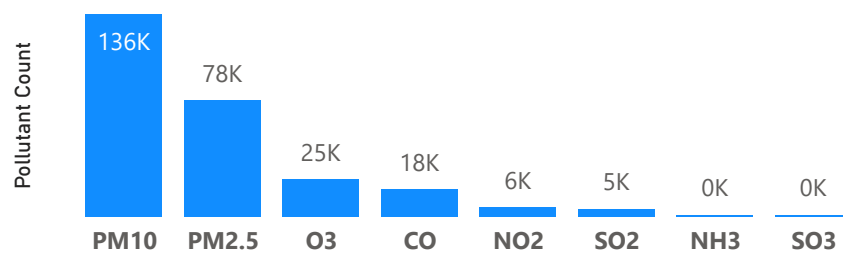
Average AQI



Moderate

PM2.5, PM10

Top 2 Pollutants



42

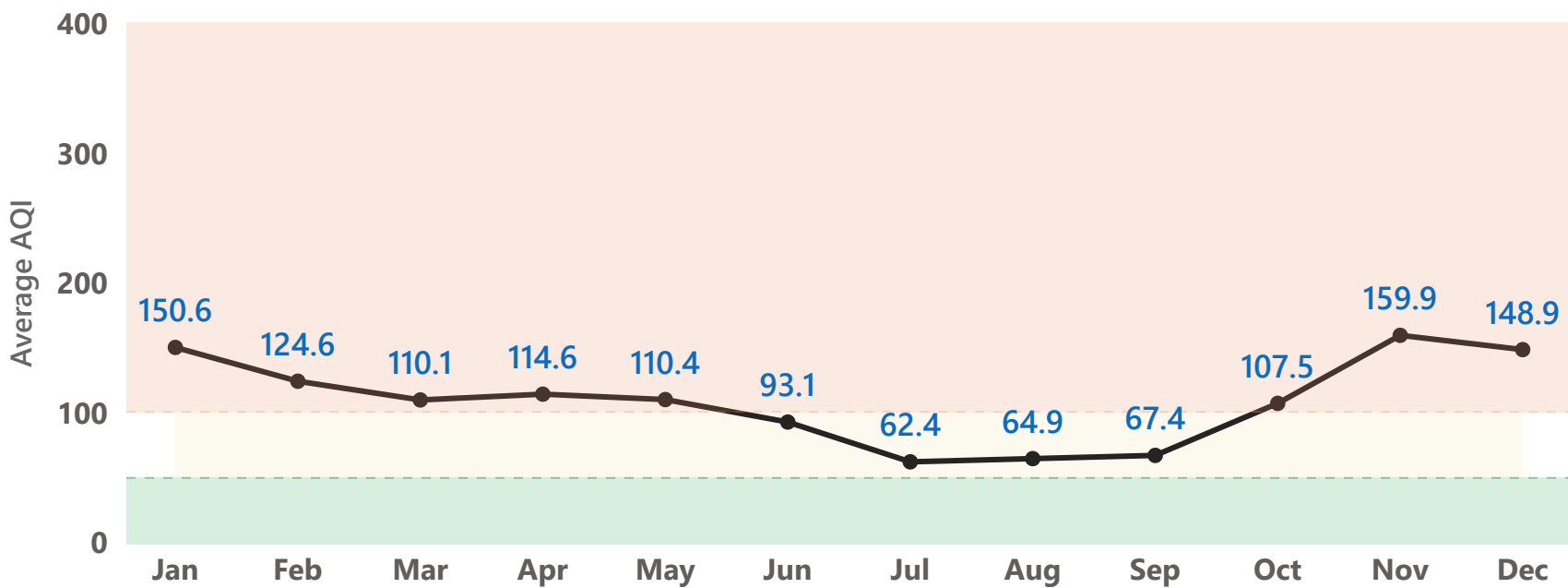
Cities AQI > 150

Yearly

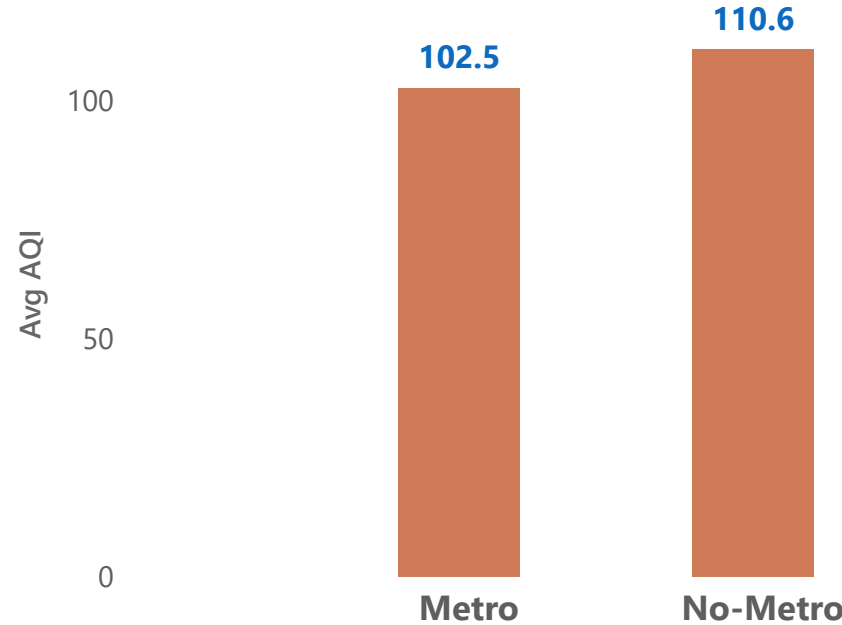
Monthly

Weekly

Monthly Average AQI Trend



Average AQI across City Types

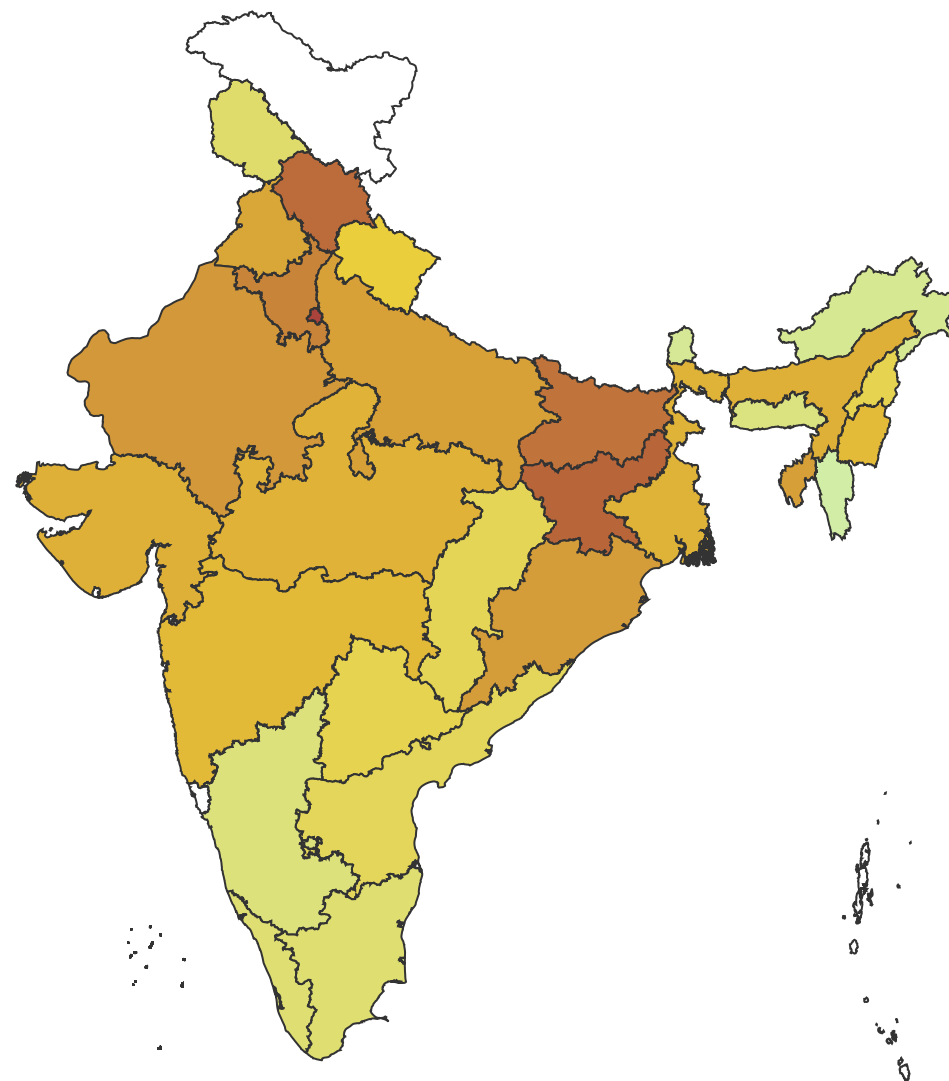


Top 10 Areas with Highest AQI

Bottom Areas

Area	State	City Tier	Avg AQI	Days AQI >200	Top 2 Pollutants
Byrnihat	Assam	Tier 3	240.0	442	PM10, PM2.5
Begusarai	Bihar	Tier 3	206.7	266	PM10, PM2.5
Greater Noida	Uttar Pradesh	Tier 3	200.0	522	PM2.5, PM10
Sri Ganganagar	Rajasthan	Tier 3	197.9	316	PM2.5, PM10
Darbhanga	Bihar	Tier 3	190.1	97	PM2.5, PM10
Delhi	Delhi	Tier 1	189.0	528	PM10, PM2.5
Dharuhera	Haryana	Tier 3	185.7	312	PM2.5, PM10
Siwan	Bihar	Tier 3	181.2	244	PM10, PM2.5
Gurugram	Haryana	Tier 3	181.1	498	PM10, PM2.5
Bhiwadi	Rajasthan	Tier 3	178.9	400	PM2.5, PM10

Geographic Distribution of AQI Levels -



AQI legend

Severe

Above 400

Very Poor

301-400

Poor

201-300

Moderate

101-200

Satisfactory

51-100

Good

less than 50



Year

- 2022
- 2023
- 2024
- 2025

State

All

# Respiratory Health Insights & AQI (Jan 2022 - Apr 2025)

Source: Integrated Disease Surveillance Program (IDSP) | considered outbreak dates

110

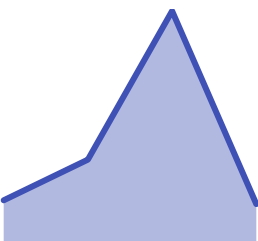
Average AQI



Moderate

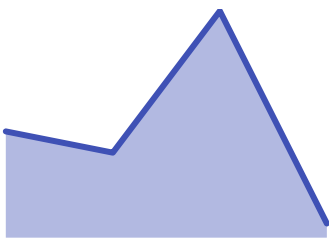
12K

Respiratory Cases



61

Deaths



Measles, Mumps

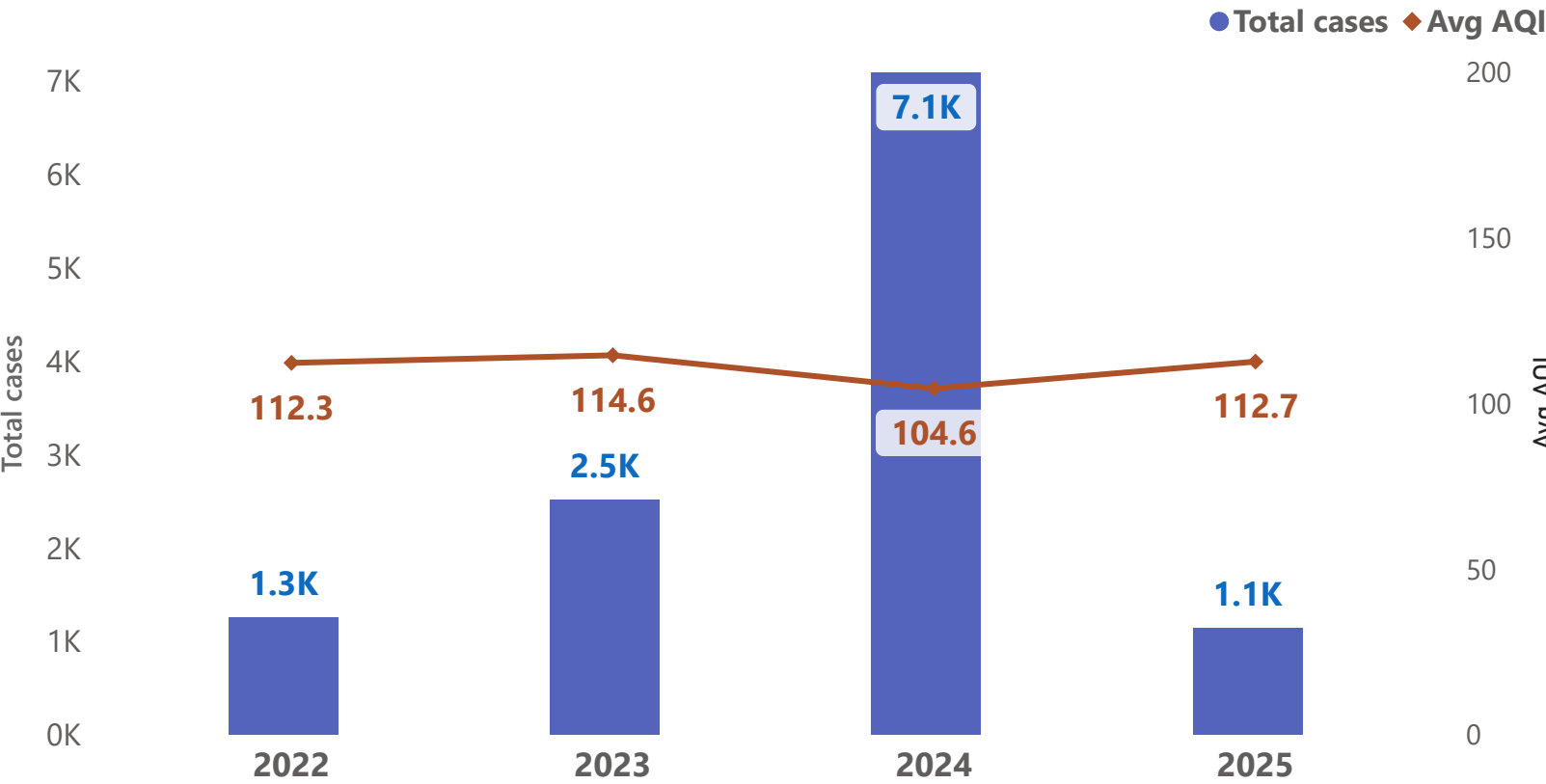
Top 2 Respiratory Diseases

Monthly

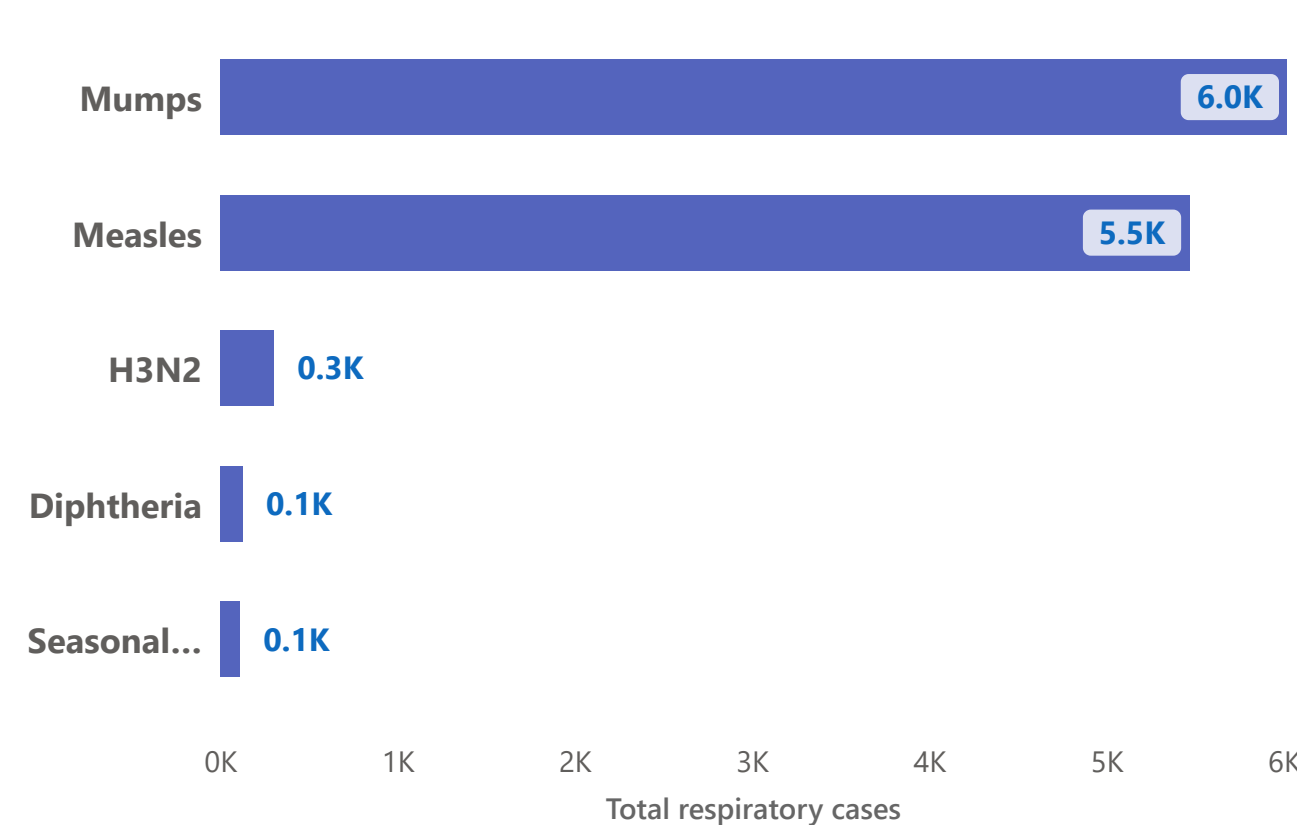
Quarterly

Yearly

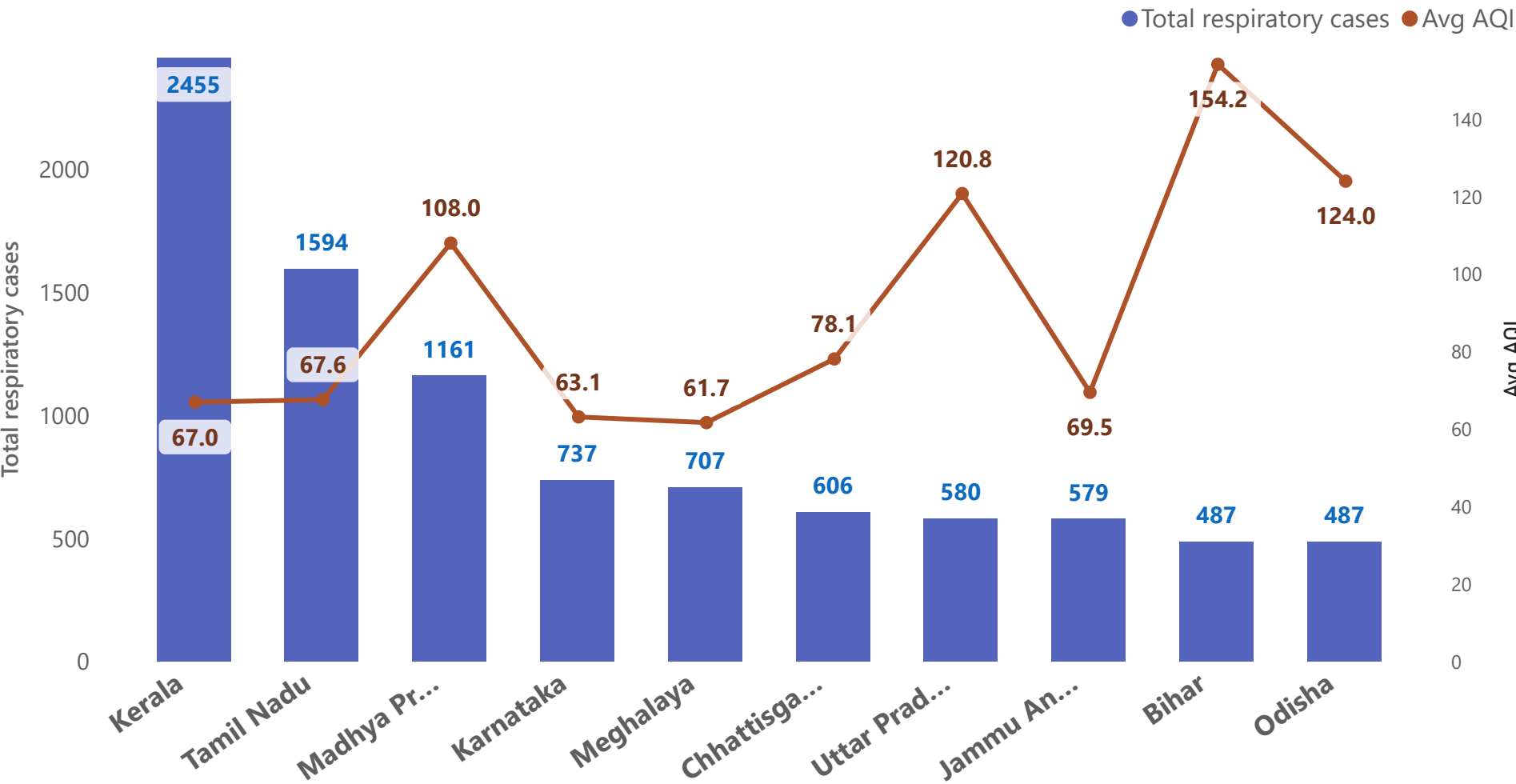
Trend: Respiratory Disease Cases and Average AQI Over Years



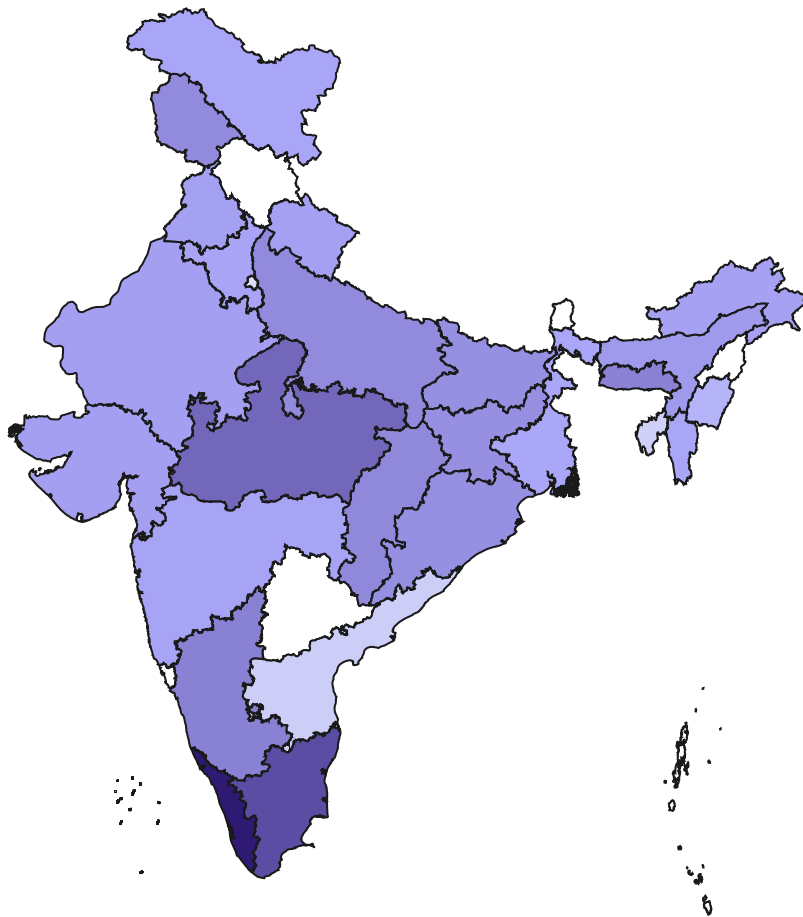
Top 5 Respiratory Diseases Contributing to Health Burden



Top 10 States by Respiratory Disease Burden and AQI Levels



Geographic Spread of Respiratory Diseases





# EV Penetration vs AQI Trends (Apr 2022 - Apr 2025)

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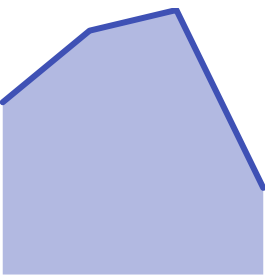
Average AQI



Moderate

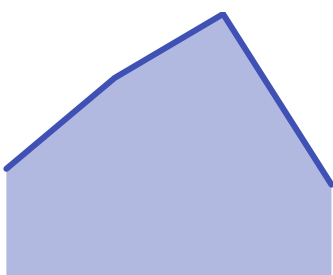
70M

Total Non-EV Vehicles



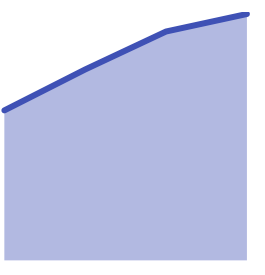
5M

Total EV Vehicles



6.8%

EV Adoption Rate (%)



Year

☐ 2022

☐ 2023

☐ 2024

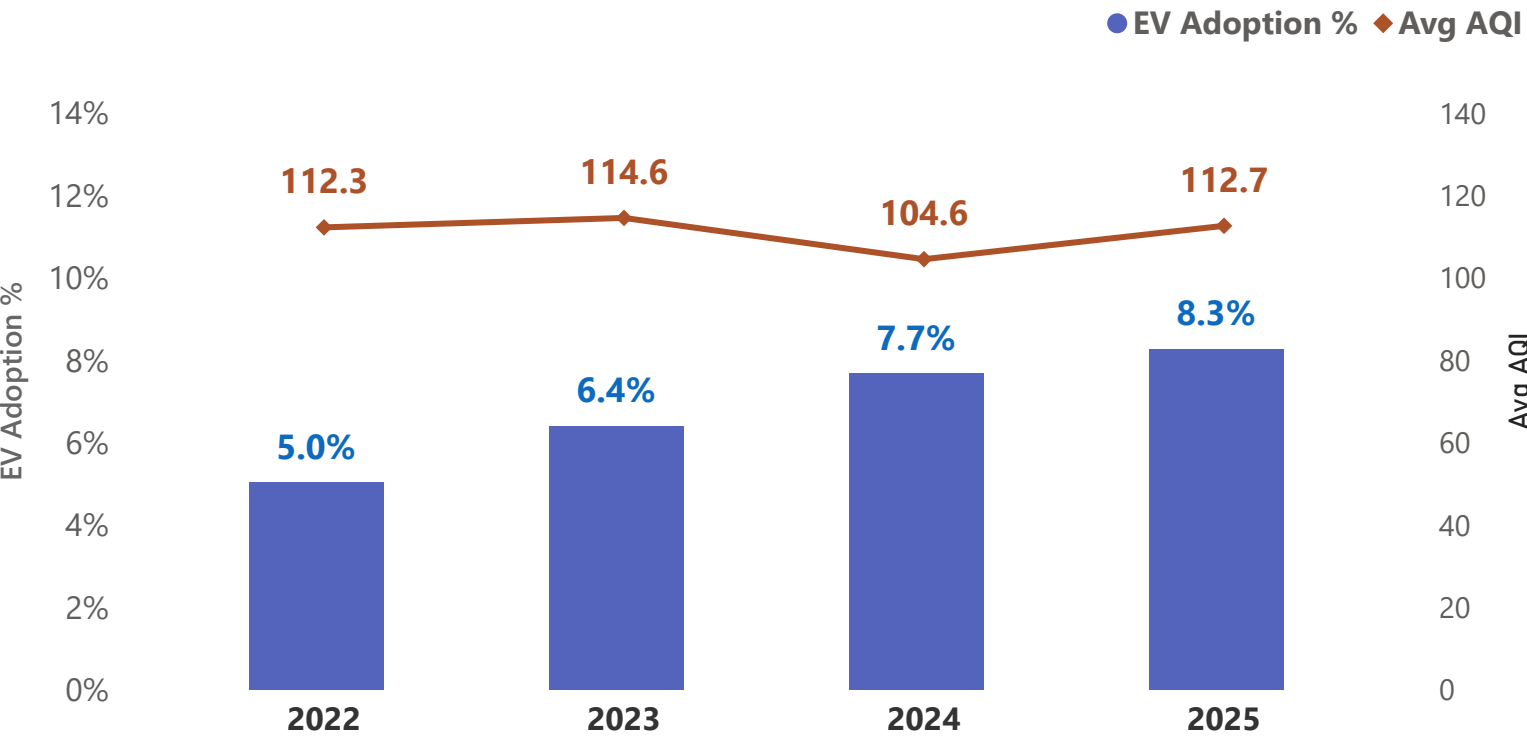
☐ 2025

State

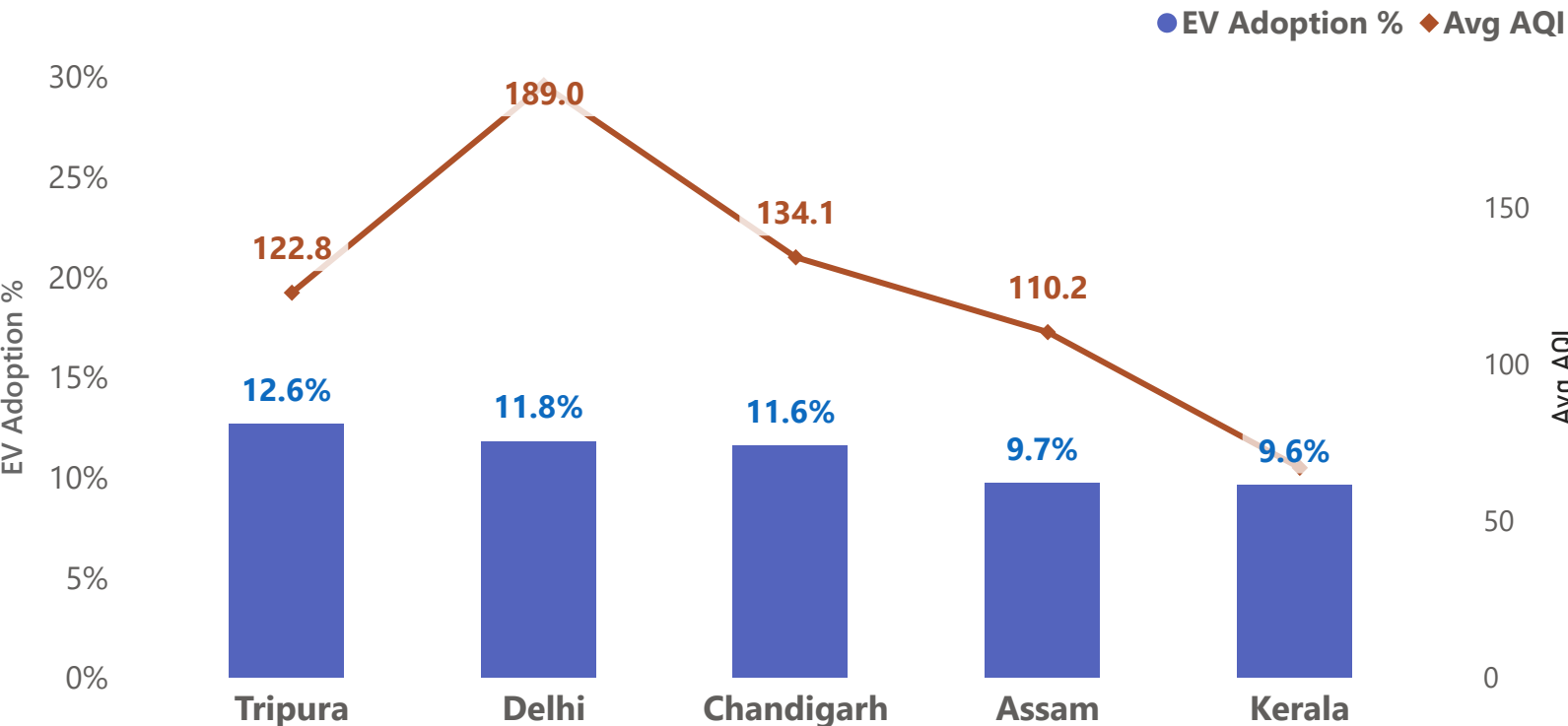
All



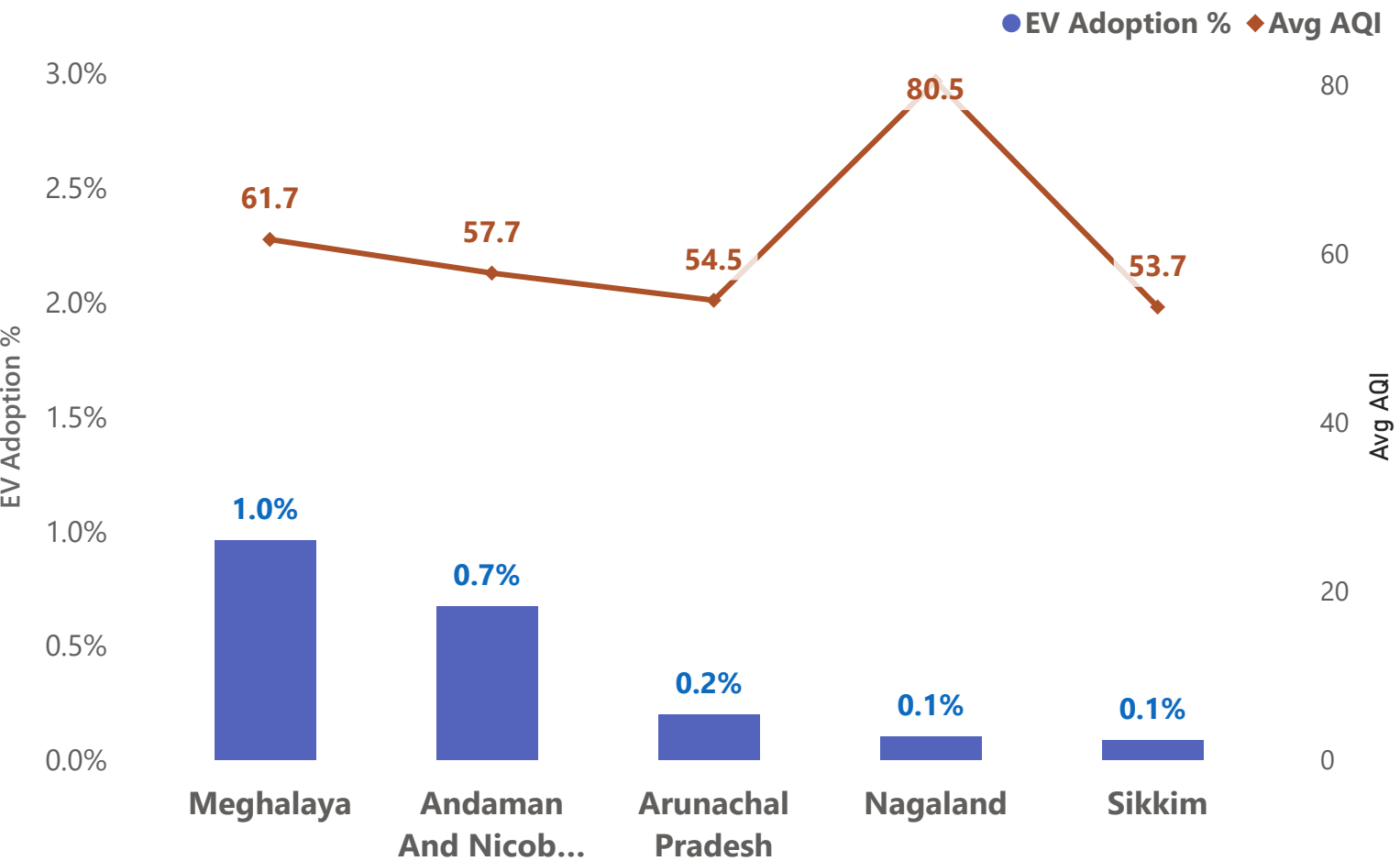
Trend : EV adoption rate (%) and Average AQI



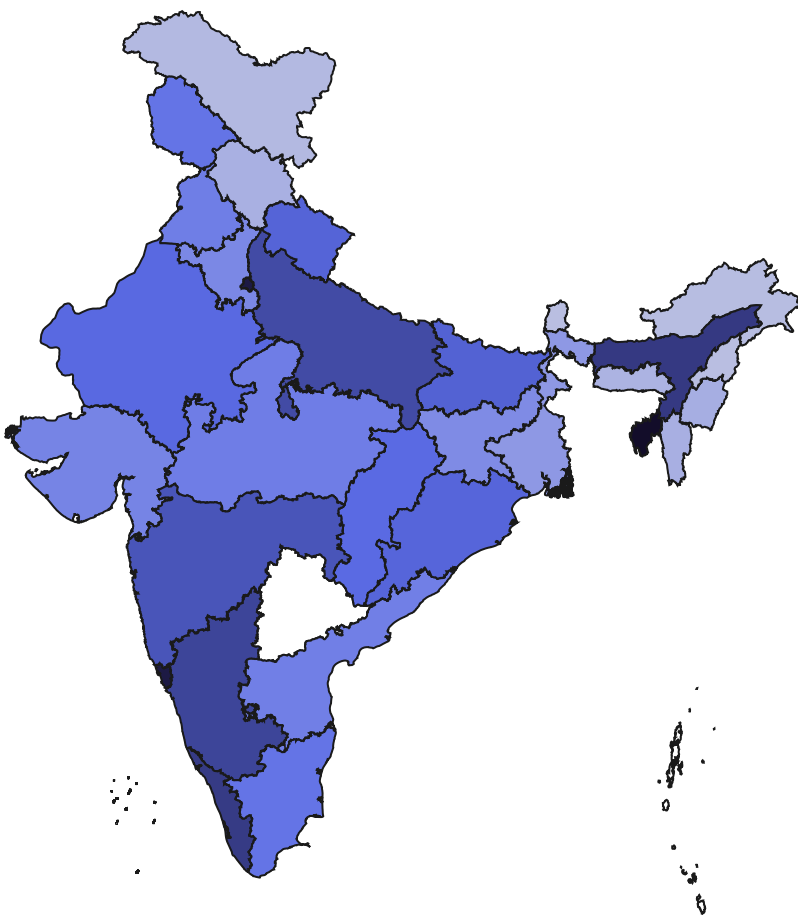
Top 5 States: EV Adoption (%) and AQI



Bottom 5 States: EV Adoption (%) and AQI



EV Adoption % Distribution across states







Year

2025

2030

2036

Market Segment

- High Priority  
(High Pop + High AQI)
- Emerging Market  
(High Pop + Low AQI)
- Niche Market  
(Low Pop + High AQI)
- Low Priority  
(Low Pop + High AQI)

Priority Markets Dashboard: Population Exposure × Air Quality × Affordability

Considered Average AQI (2022-25) and Per Capita Income (2025)

110

Average AQI



Moderate

1.5bn

Total population (2025)

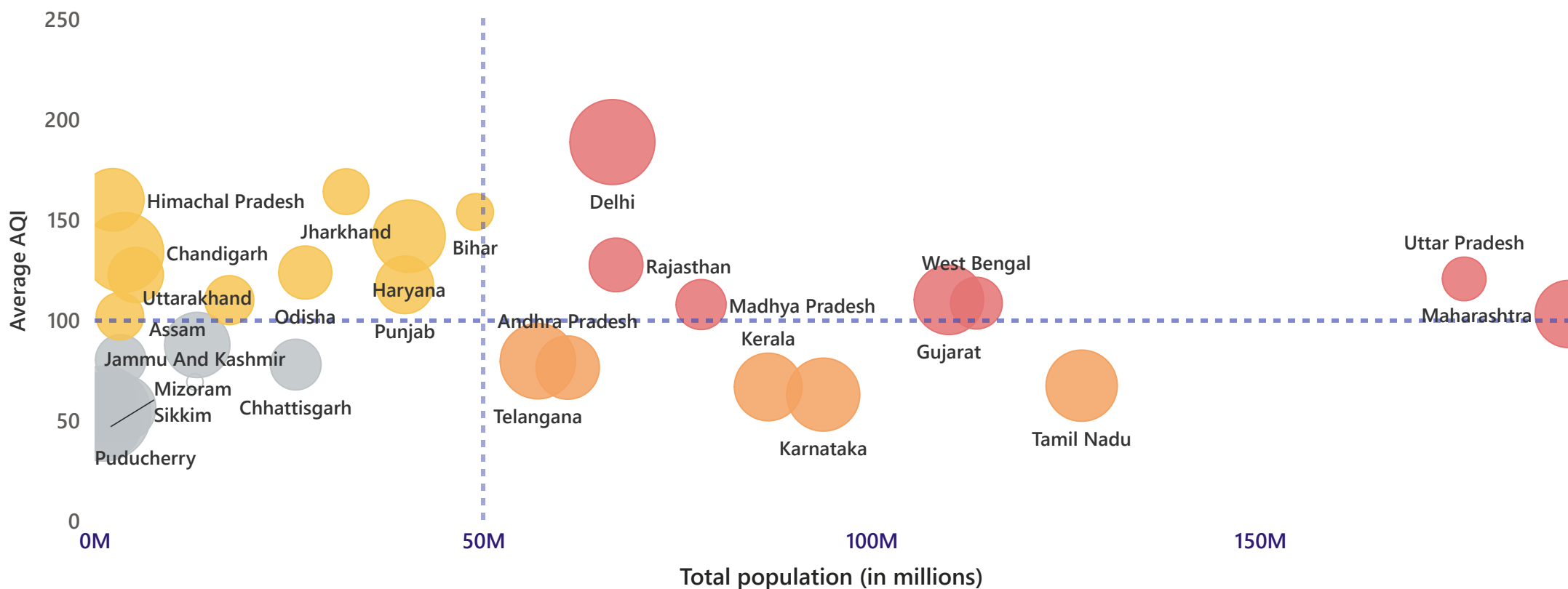
3.1%

Recent Population Growth  
(2022–2025)

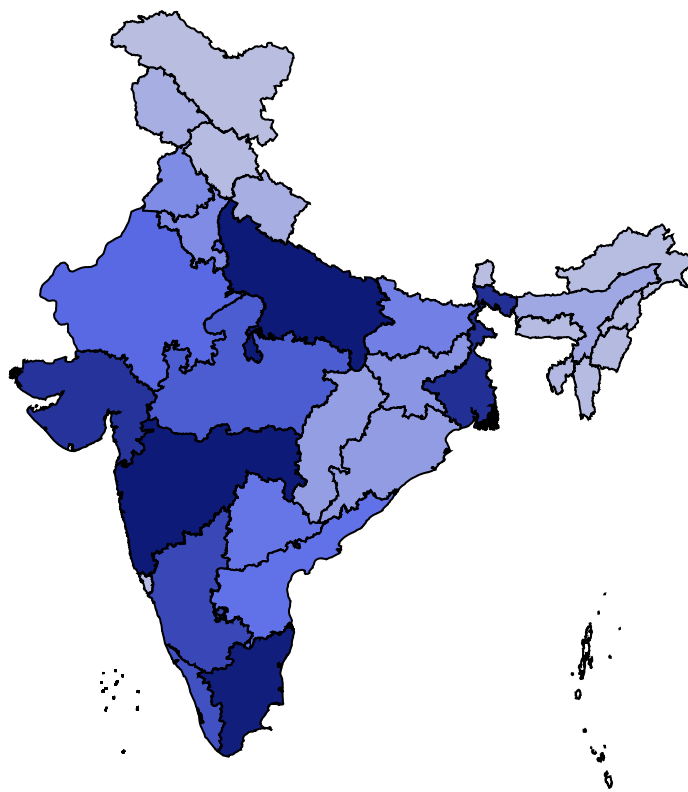
1.9%

Long-Term Population Growth  
(2011–2036)

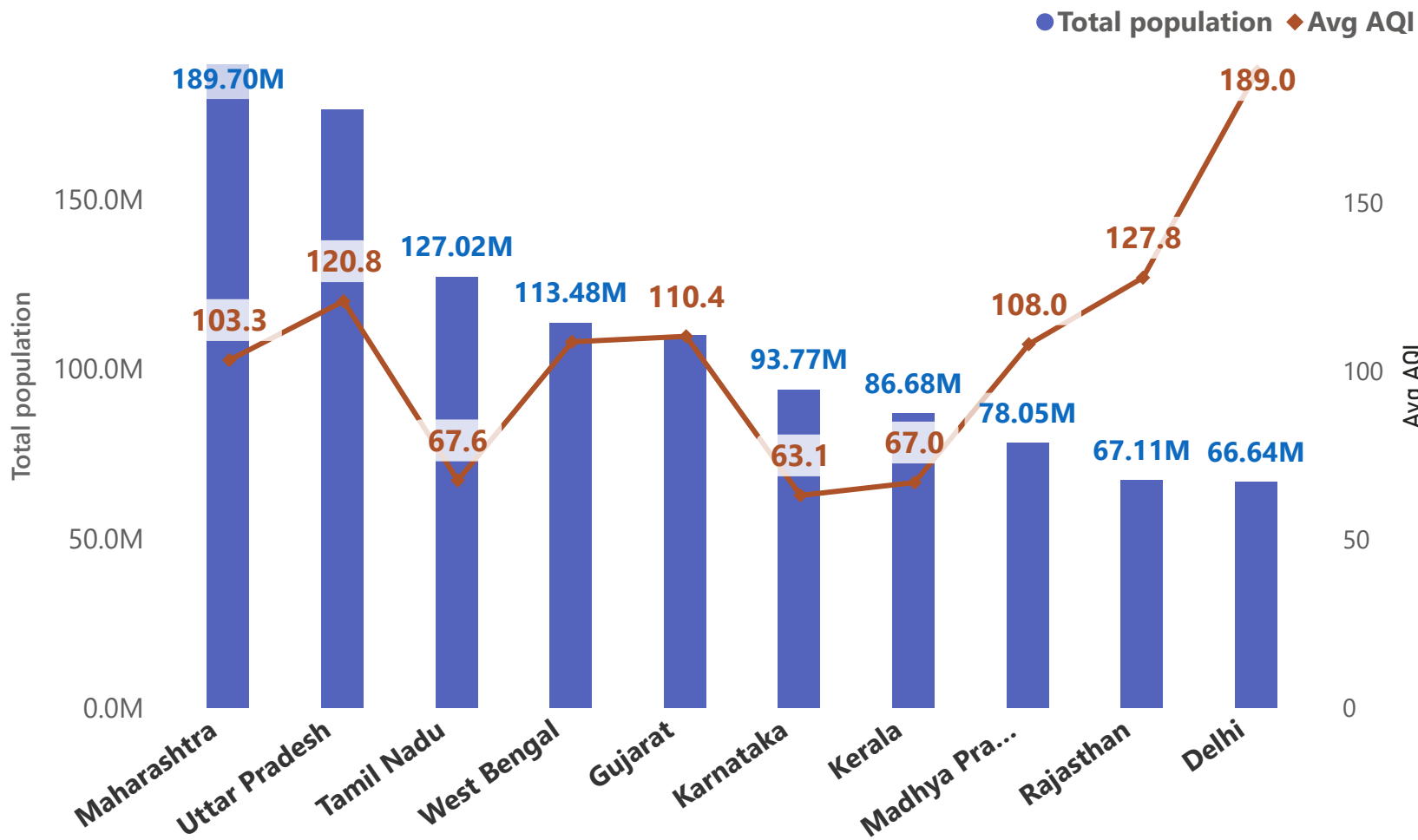
State-Wise Market Prioritization: Population, AQI & PCI (2025)



Population Distribution Across States



Top States by Population with AQI Trends (2025)



Product-Market Fit: State-Level Insights

State	Population	% Pop Growth	Average AQI	Per Capita Income
Delhi	67M	2.0%	189.0	462K
Jharkhand	32M	1.9%	164.3	116K
Himachal Pradesh	2M	0.7%	160.3	235K
Bihar	49M	2.1%	154.2	69K
Haryana	40M	2.7%	142.1	326K
Chandigarh	4M	1.1%	134.1	400K
Rajasthan	67M	1.7%	127.8	168K
Odisha	27M	1.6%	124.0	163K
Tripura	5M	3.8%	122.8	178K
Uttar Pradesh	176M	1.7%	120.8	104K