



AirPure
Innovations

Executive Overview

Severity Mapping

Health Impact

Vehicle Emission Insights

Market Demand

Competitor Analysis

Filters

State

All

Year & Month

All

Zone

All



111.13

Average AQI



Moderate

AQI Status Overall



Manipur

Top AQI State



Delhi

Top AQI Metro City

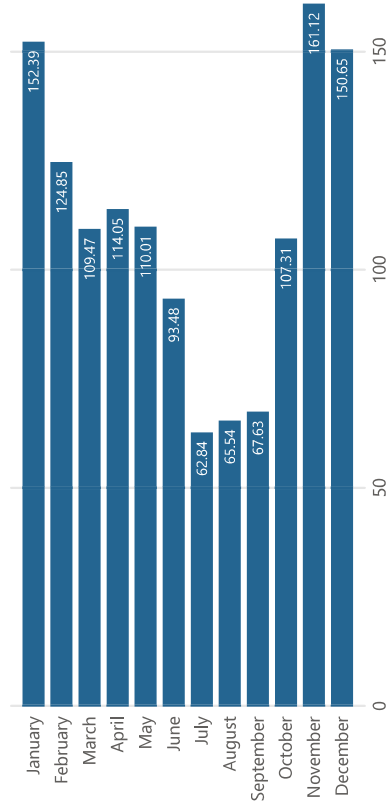
Vijayawada

Top AQI Non Metro City

State Wise AVG AQI & Status

State	Average AQI Value	AQI Status
Andaman and Nicobar Islands	57.71	Satisfactory
Andhra Pradesh	77.51	Satisfactory
Arunachal Pradesh	54.49	Satisfactory
Assam	114.12	Moderate
Bihar	157.16	Moderate
Chandigarh	141.56	Moderate
Chhattisgarh	78.99	Satisfactory
Delhi	206.42	Poor
Gujarat	110.63	Moderate
Haryana	140.85	Moderate
Himachal Pradesh	160.26	Moderate
Jammu and Kashmir	69.50	Satisfactory
Jharkhand	164.94	Moderate
Karnataka	62.67	Satisfactory

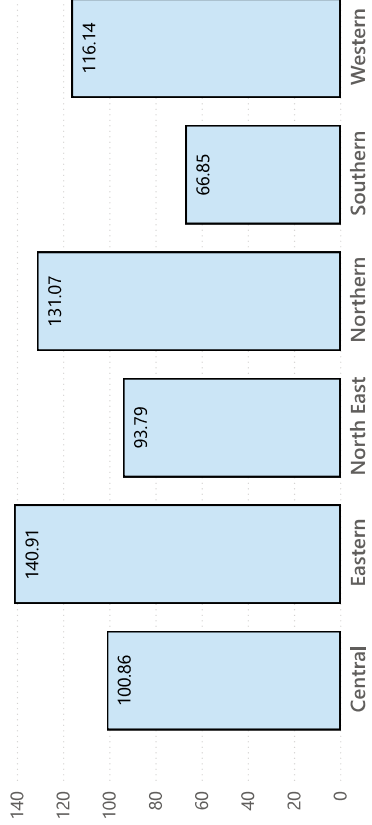
Average AQI Value by Month



Top 2 & Bottom 2 Pollutants of States

State	Top 2 Pollutants	Bottom 2 Pollutants
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

Zone Wise Average





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West Bengal

State With Most Polluted Areas (AQI > 100)



September

Avg AQI: 111.1

Month with Highest Avg AQI



Satisfactory

Most Frequent AQI Status



Top 5 Areas

Area	Average AQI
Byrnihat	240.00
Begusarai	206.68
Delhi	206.42
Greater Noida	201.60
Sri Ganganagar	197.94

Bottom 5 Areas

Area	Average AQI
Tirunelveli	32.11
Madikeri	37.81
Chamarajanagar	43.06
Palkalaiperur	43.33
Thanjavur	44.72

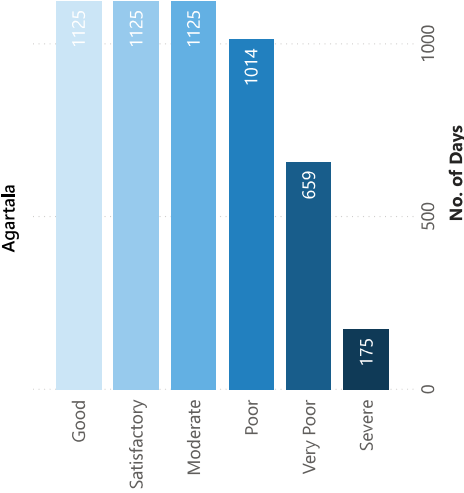
Top 10 States - Monthly Avg AQI

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

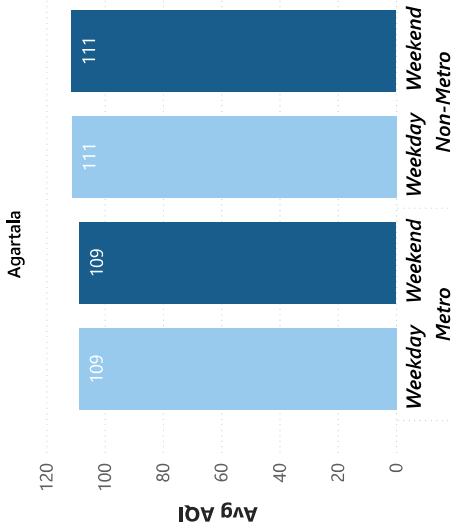
Areas

Agartala	Agra	Ahmedabad	Ahmednagar	Aizawl	Ajmer	Akola	Alwar
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Area - Air Quality Status



Weekday vs Weekend - Avg AQI Comparison





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All



PM10, PM2.5, O3

Top 3 Pollutants



56%

% Clean Days (AQI<100)

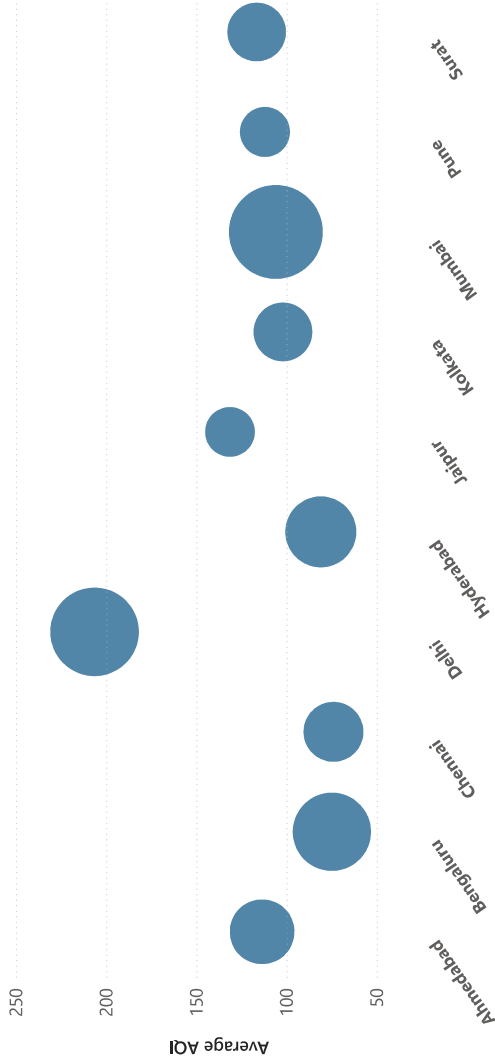
12%

% Worst Days (AQI>200)

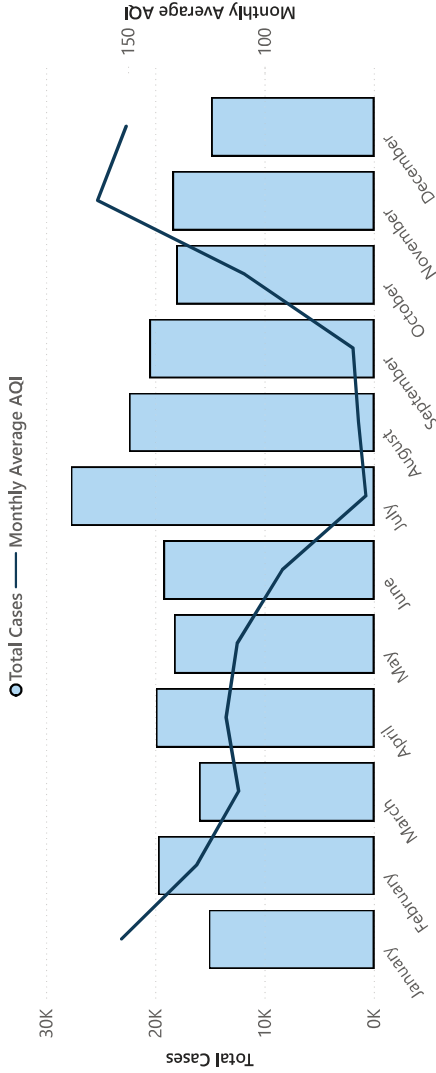
Top 2 Diseases of States

State	Disease Illness Name	Avg AQI
Andaman and Nicobar Islands	Acute Diarrheal Disease	57.71
Andaman and Nicobar Islands	Fever with Rash	57.71
Andhra Pradesh	Acute Diarrheal Disease	77.51
Andhra Pradesh	Cholera	77.51
Arunachal Pradesh	Acute Diarrheal Disease	54.49
Arunachal Pradesh	Chickenpox	54.49
Assam	Acute Diarrheal Disease	114.12
Assam	Food Poisoning	114.12
Bihar	Acute Diarrheal Disease	157.16
Bihar	Dengue	157.16
Chandigarh	Cholera	141.56
Chhattisgarh	Acute Diarrheal Disease	78.99
Chhattisgarh	Food Poisoning	78.99
Delhi	Dengue	206.42
Delhi	Measles	206.42
Gujarat	Acute Diarrheal Disease	110.63

Area Wise - Average AQI vs Population



Total Cases vs Monthly Average Air Quality Index





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
City Type

All




75M

Total Registrations




Uttar Pradesh

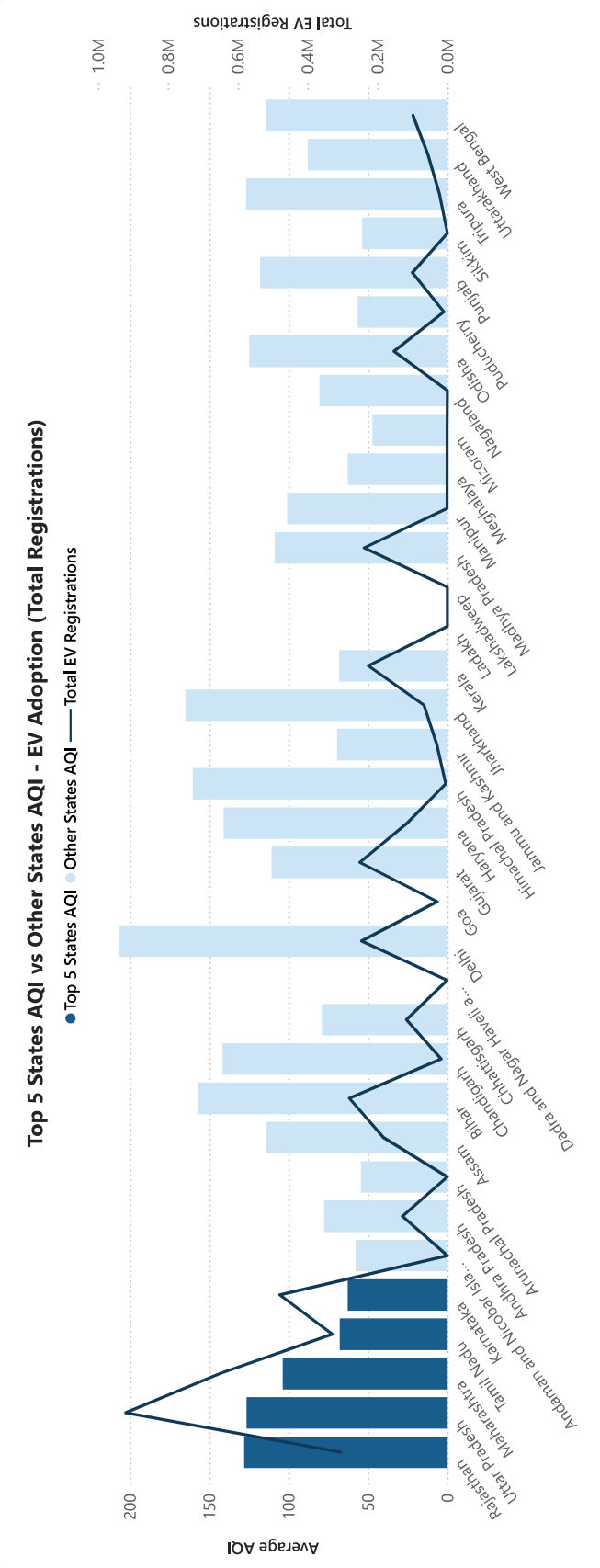
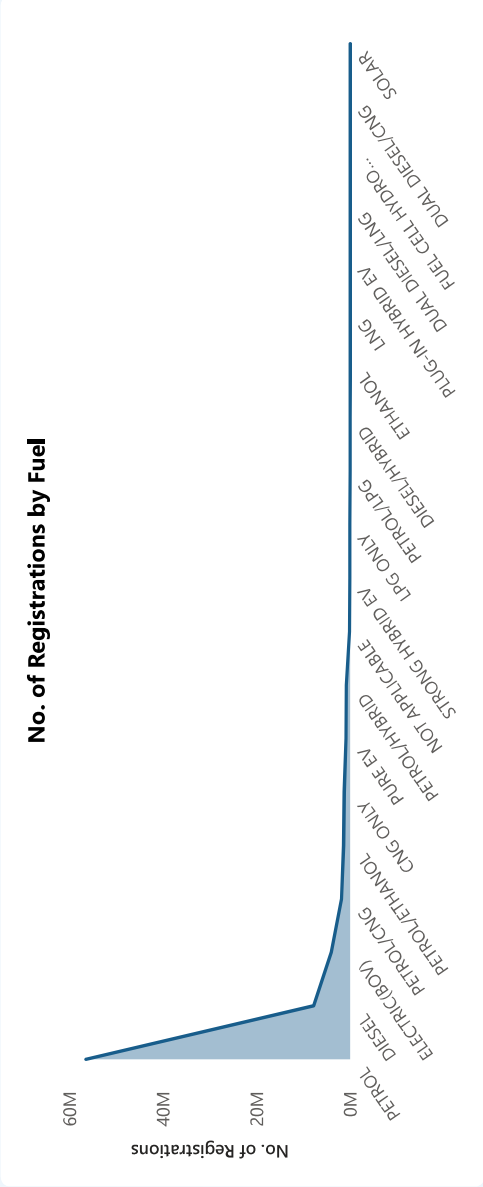
State with Highest Registrations



M-CYCLE/SCOOTER

Top Vehicle Class







- Executive Overview
- Severity Mapping
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- Vehicle Emission Insights
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- Competitor Analysis

Filters

State

All

City Type

All

Sources: Google Trends, Expert Market Research (2024)

Regional Demand Concentration

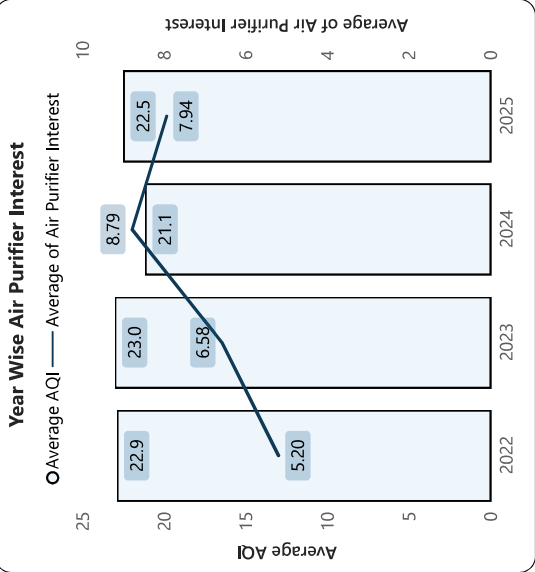
The Delhi-NCR and surrounding northern states continue to exhibit **strong and rising interest in air purifiers**, making the region a **strategic priority for market penetration**.

Seasonal Demand Spikes

Demand for air purifiers **spikes significantly during the October–November period**, aligned with **Diwali and post-harvest pollution** events.

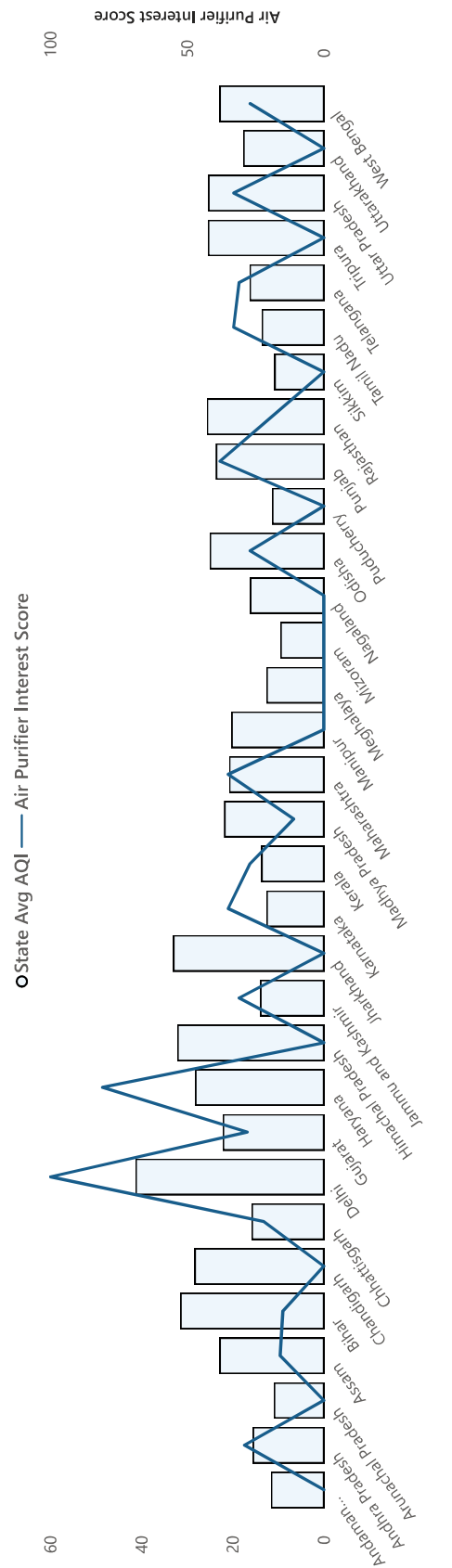
Long-Term Market Growth Outlook

India's air purifier market is projected to grow at a **CAGR of 11.0%** through 2034, driven by urbanization, health-conscious consumers, and worsening air quality. This positions India as a **high-growth market** among emerging economies in the air purification segment.



City Wise Risk Score			
Area	Population	Risk_Score	Risk_Category
Delhi	11008K	22,72,203.05	High
Ahmedabad	5571K	6,32,810.51	Low
Bengaluru	8426K	6,30,981.57	Low
Chennai	4681K	3,46,437.95	Low
Hyderabad	6810K	5,51,692.32	Low
Jaipur	3073K	4,03,761.70	Low
Kolkata	4487K	4,57,768.88	Low
Pune	3115K	3,48,844.07	Low
Surat	4462K	5,20,141.95	Low
Mumbai	12478K	13,21,882.75	Medium

State Wise Avg AQI & Air Purifier Interest (Past 3 Years)





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Product Average Price

₹ 15K

Top Smart Features Provided

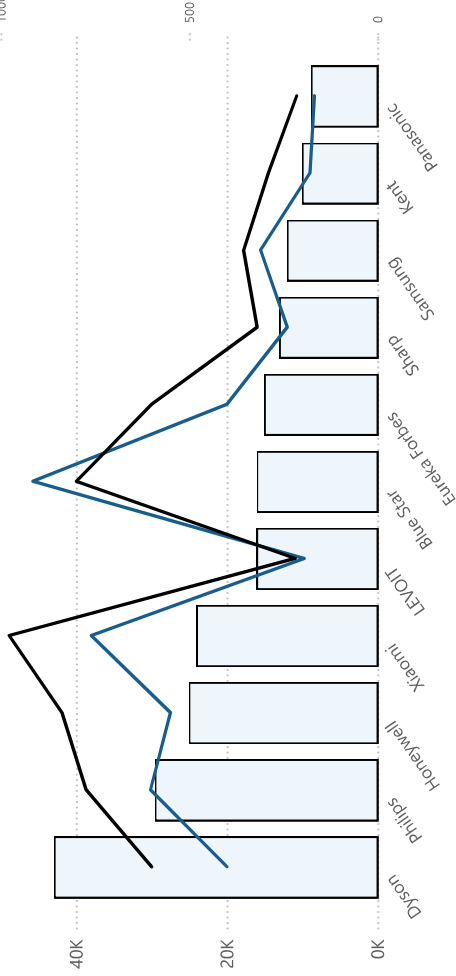
Auto Mode, Wifi, App Enabled, Timer,
Silent Mode, Sleep Mode

Brands Targeted Pollutants

CO, NO2, Odors, PM10, PM2.5, SO2,
VOCs

Brand's Product Price, CADR, & Coverage

○ Price (INR) ● Clean Air Delivery Rate (m³/h) ● Coverage (sq ft)



Brands Comparison

Brand	No. of Smart Features	No. of Pollutants Targeted	Sum of Price (INR)
Blue Star	3	11	15990
Dyson	4	7	42900
Eureka Forbes	2	11	14999
Honeywell	5	18	24998
Kent	2	11	9999
LEVOIT	3	7	15999
Panasonic	2	2	8799
Philips	6	14	29498
Samsung	3	2	11990
Sharp	3	11	12990
Xiaomi	5	14	23998

Filtration Stages & Pollutants

Filtration Stages	Targeted Pollutants
5-stage (Pre + HEPA + Carbon + Cold Catalyst + Ionizer)	Allergens, Bacteria, CO, Fungi, NO2, Odors, PM10, PM2.5, SO2, VOCs, Viruses
HEPA + Carbon + Ionizer	Allergens, Bacteria, CO, Fungi, NO2, Odors, PM10, PM2.5, SO2, VOCs, Viruses
HEPA + UV + Carbon + Anti-bac	Allergens, Bacteria, CO, Fungi, NO2, Odors, PM10, PM2.5, SO2, VOCs, Viruses
Pre-filter + H13 HEPA + Carbon	CO, NO2, Odors, PM10, PM2.5, SO2, VOCs
Pre-filter + HEPA + Active Carbon + Plasmacluster	Allergens, Bacteria, CO, Fungi, NO2, Odors, PM10, PM2.5, SO2, VOCs, Viruses
Pre-filter + HEPA + Carbon	CO, NO2, Odors, PM10, PM2.5, SO2, VOCs
Pre-filter + HEPA + Carbon + UV	Allergens, Bacteria, CO, Fungi, NO2, Odors, PM10, PM2.5, SO2, VOCs, Viruses
Pre-filter + HEPA + Deodorization	PM10, PM2.5
Pre-filter + HEPA + Deodorizer	PM10, PM2.5
Pre-filter + True HEPA + Activated Carbon	CO, NO2, Odors, PM10, PM2.5, SO2, VOCs
Sealed HEPA H13 + Activated Carbon	CO, NO2, Odors, PM10, PM2.5, SO2, VOCs