

## **Product Description:**

Our product is a portable AC, designed for ambient room temperature regulation to ensure comfortable living conditions. This is an advanced home appliance that combines efficiency, technological sophistication, premium and minimalist design to cater to the modern consumer's needs.

## **Product Classification:**

Category: Home Appliances

Sub-category: Room Temperature Control and Home Comfort

Direct Category: Room Air Conditioners

## **Target Segment:**

### **Demographics:**

Age Group: 18-40 years

Income Level: High (HH income of 15lac+)

Location: Metro and mini-metro cities across the country

Psychographics:

1. Engaged in social media
2. Owners of latest technology gadgets
3. Environmentally conscious
4. Limited space in living environment.
5. Individuals seeking comfort and convenience.

## **Reason for Choosing This Target Segment:**

This segment is chosen due to their disposable income and willingness to invest in technologically advanced products that enhance their lifestyle. Their engagement with technology means they are likely to appreciate the advanced features of our products. Their active presence on social media makes them ideal for targeted digital marketing campaigns. Moreover, their lifestyle choices indicate a preference for products that not only serve a functional purpose but also resonate with their busy lifestyle.

# VALUE PROPOSITION CANVAS

