

# AIR PURIFIER DASHBOARD

Product Market Fit Research for Air Purifier Development  
Using AQI Analytics

THIS DASHBOARD IS SPECIFICALLY DESIGNED TO  
UNCOVER THE POLLUTANTS, AIR QUALITY NATION  
WISE, EV ADOPTION-IMPACT, POPULATION-AQI  
CORRELATION, EXISITING MARKET OF AIR PURIFIER  
AND CONCLUSIVE VIEW TO LAUNCH OUR OWN AIR  
PURIFIER AS SOON AS POSSIBLE



## NAVIGATION BUTTONS

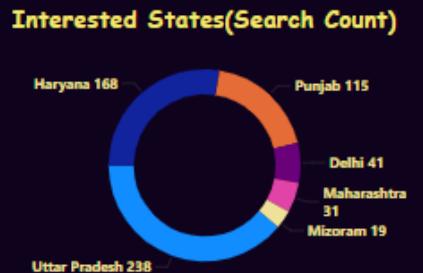
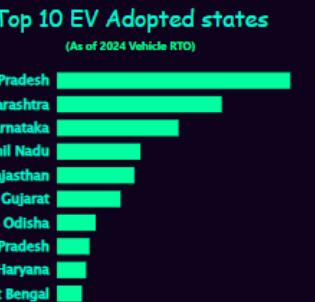
(click below buttons to view report)

➤ AQI

➤ POLLUSCOPE

➤ MARKET

➤ CONCLUSIVE



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REPORTED TO  
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## AIR QUALITY INDEX SUMMARY

THIS SECTION STATES THE SUMMARY OF AIR QUALITY-MONTHLY, STATE WISE, CITY WISE, WEEKDAYS VS WEEKENDS, REGION WISE, AND TIMELINE WISE INCLUDING FLEXIBLE TIMELINES OF LAST 3 MONTHS TO 1 YEAR.

Note: The Latest date in the AQI data is APRIL 2025. The data after April 2025 onwards is unavailable as a whole.

Bynihat - Assam has the Highest Average AQI of 218 in whole nation in current selected Year/Timeline. Whereas the

Year			
2022	2023	2024	2025
Last 6 Months	Last 1 Year	Last 3 Months	

Air Quality				
Good	Moderate	Poor	Satisfactory	Severe

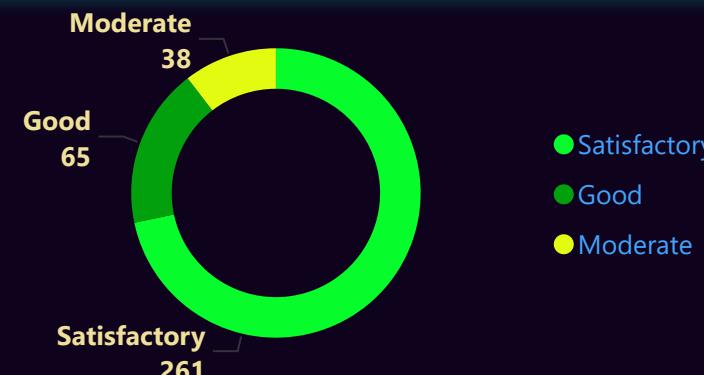
Specific MONTH	Specific CITY	Specific STATE	Specific Region
All	All	All	All

state-city	January	February	March	April	May	June	July
	167	167	147	195	221	162	120
Bynihat - Assam	345	287	270	207	182	153	183
Delhi - Delhi	304	205	165	209	221	179	96
Dhanbad - Jharkhand	234	147	146	146	136	206	124
Ghaziabad - Uttar Pradesh	200	132	216	183	197	159	92
Greater Noida - Uttar Pradesh	198	153	125	176	262	208	129
Gurugram - Haryana	200	192	180	196	212	170	107
Hajipur - Bihar	247	245	225	164	164	142	70
Singrauli - Madhya Pradesh	218	161	159	166	156	142	107
Sri Ganganagar - Rajasthan	132	154	182	190	268	250	179
Total	220	180	177	185	205	174	114

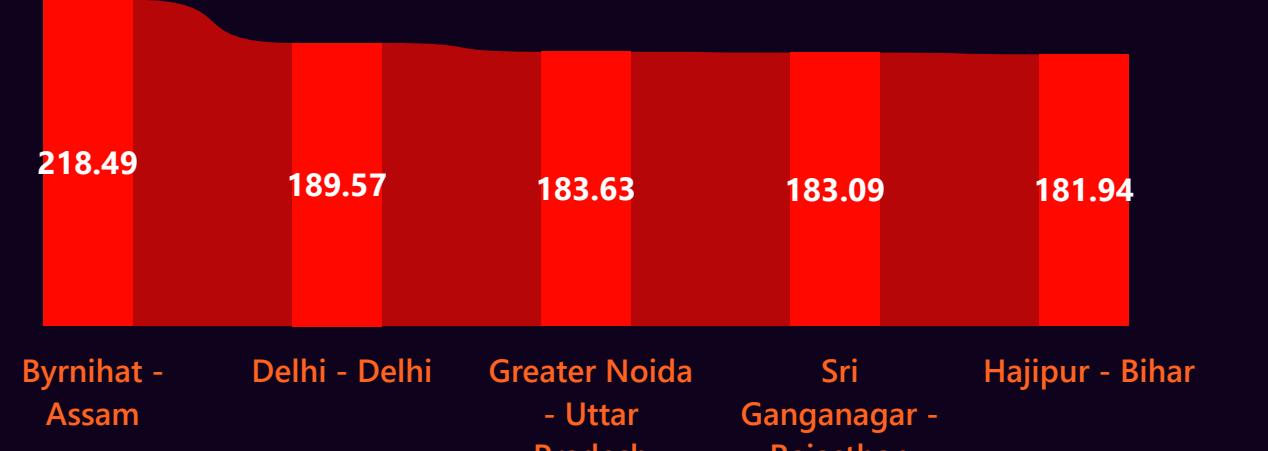
HIGHEST AQI (recorded)	Average National AQI	LOWEST AQI (recorded)	Total Monitoring Stations
500	100.53	7	40

CITY  
Bengaluru

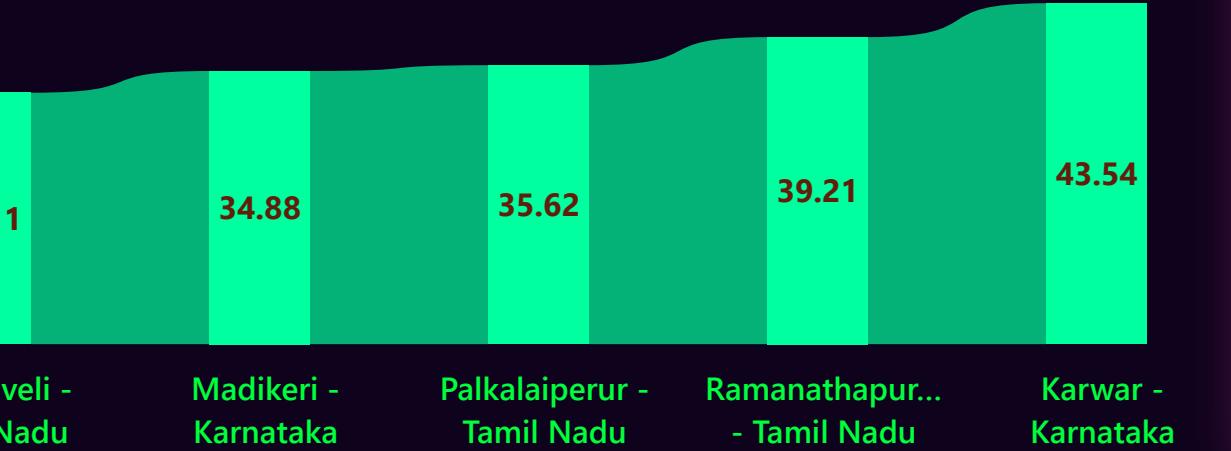
AIR Quality-wise Day Count in Bengaluru - Karnataka



### Top 5 Worst AQI cities (Most Polluted)



### Top 5 Best AQI cities (Least Polluted)



### METRO CITIES - Weekend vs Weekdays AQI change

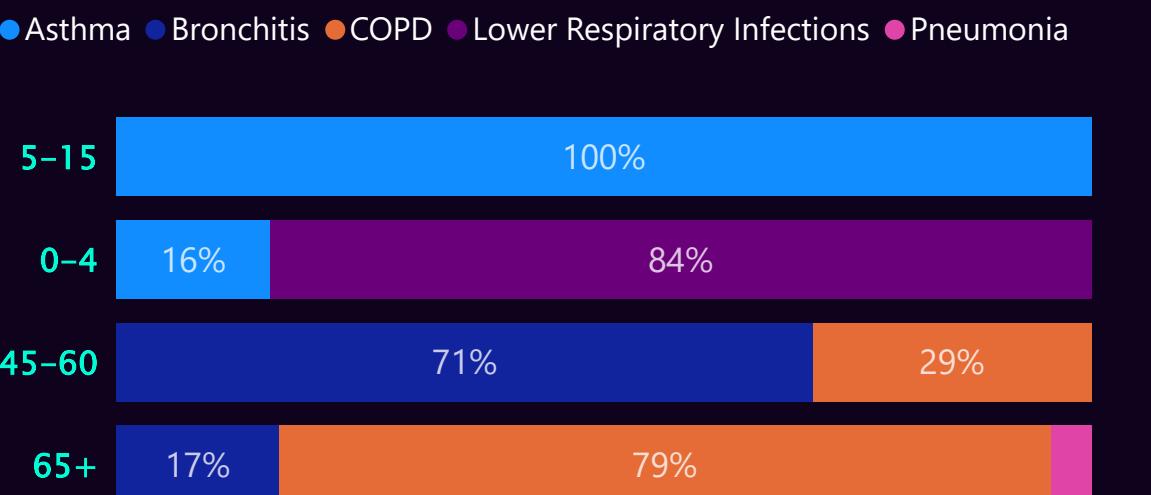
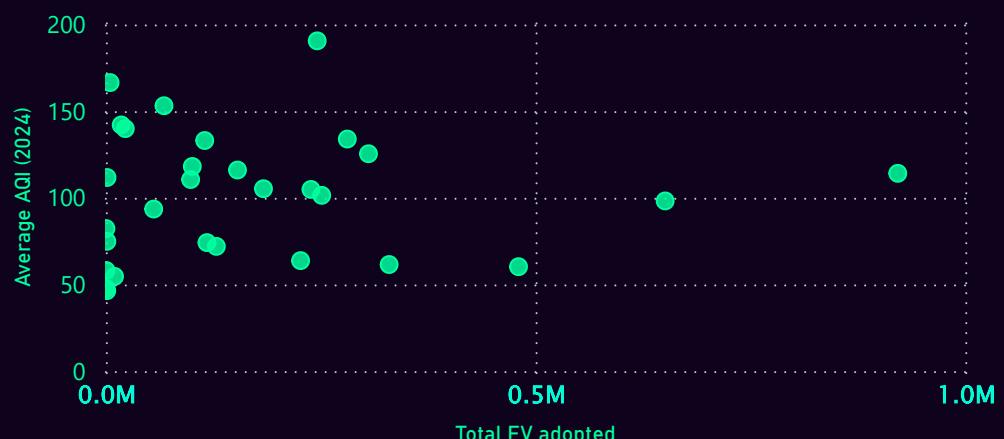
city	WeekdayAQI	WeekendAQI	Change
Ahmedabad	108.96	111.26	2.30
Bengaluru	70.62	72.51	1.89
Kolkata	81.59	83.16	1.57
Hyderabad	78.94	78.78	-0.16
Mumbai	88.59	88.07	-0.52
Chennai	68.81	66.91	-1.90
Pune	103.06	100.30	-2.77
Indore	79.25	74.13	-5.13
Delhi	191.84	183.77	-8.06
Gurugram	176.01	163.75	-12.26

POLLUSCOPE SUMMARY

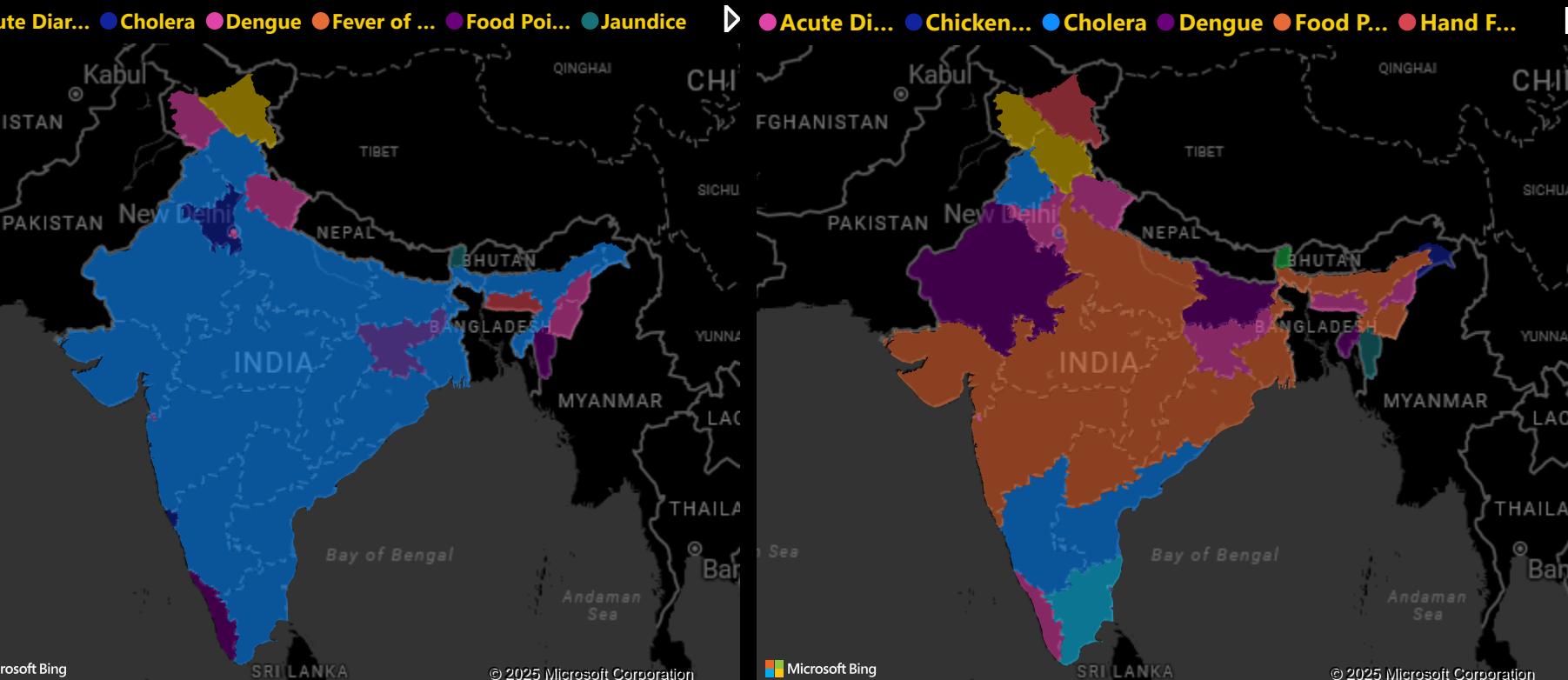
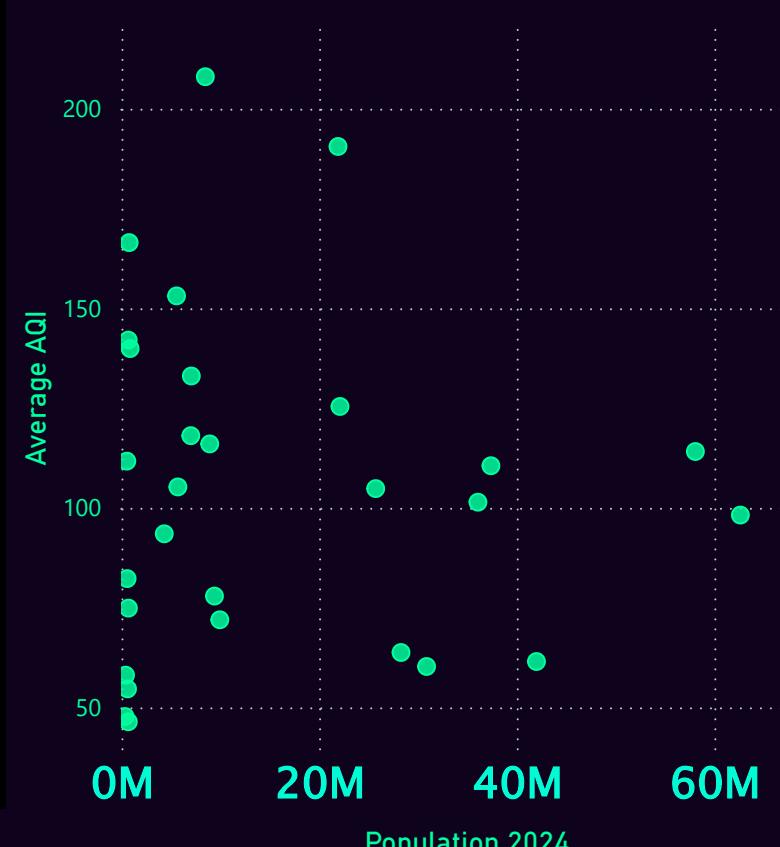
THIS SECTION STATES THE SUMMARY OF POLLUTION, DISEASES, POPULATION AND EV ADOPTION, THEIR CORRELATION AND VALUES...

At 921457, Uttar Pradesh had the highest Sum of EV Adopted and was 833.92% higher than West Bengal, which had the lowest Sum of EV Adopted at 98666.

States with High AQI (50 to 180) had almost all Indian States with 0 to 20M population. While states with above 20M population had less than 120 Avg AQI. That means Population ≠ Pollution.

Air Borne Diseases Age-wise variationEV adoption vs AQI - 2024Top 2 and Bottom 2 Pollutants(state-wise)

state	Top 1	Top 2	Bottom 2	Bottom 1
Telangana	PM10	PM2.5	O3	NO2
Tamil Nadu	PM10	PM2.5	NO2	NH3
Puducherry	PM10	O3	PM2.5	CO
Kerala	PM10	PM2.5	NH3	SO2
Karnataka	PM10	CO	NH3	SO3
Andhra Pradesh	PM10	PM2.5	NO2	SO2

Top 10 EV Adopted states  
(As of 2024 Vehicle RTO)Primary Disease(with AQI-Statewise)    Secondary Disease with AQI-StatewisePopulation vs AQI - 2024

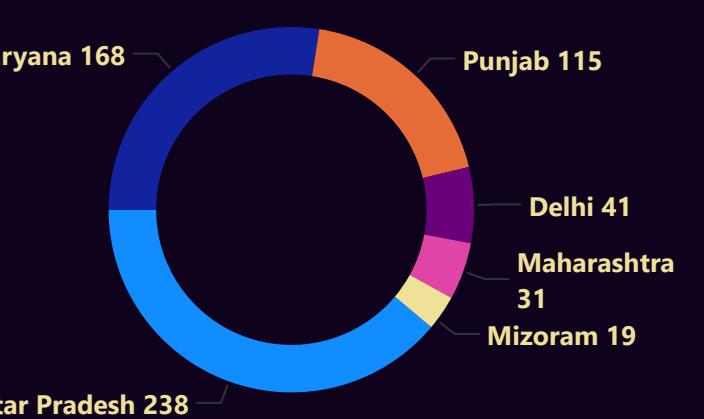
## Trending Searches under "Air Purifier related data"

RISING	Sum of Level
Blueair	5000%
Dyson Cool Gen1 TP10 Purifier	5000%
Levoit	5000%
Xiaomi Smart Air 4 Lite Air Purifier	5000%
Blue Star	2900%
Agaro	2400%
Daikin Airconditioning Solution Plaza	2000%
Philips	1500%
Havells	1100%
Xiaomi Smart Air 4 Air Purifier	1100%
Eureka Forbes	700%
Dyson	600%
Reliance Digital	500%
COWAY Air Purifiers for Home Bedroom up to 1,035ft <sup>2</sup> with Washable Filter	400%
Croma	400%
Coway	300%
Dyson TP07 Cool Fan Air Purifier	300%
Philips 1000 Series AC1217/10 Air Purifier 62 m <sup>2</sup> 50 W White	300%

## City Risk Score(Weights:- AQI:50% , Population:30%, Income:20%)

City	City Risk Score (1-10)
Delhi	7
Bynihat	6
Sri Ganganagar	6
Ghaziabad	6
Patna	5
Faridabad	5
Kolkata	5
Jaipur	5
Sonipat	5
Agartala	4
Bahadurgarh	4
Thane	4

## Interested States(Search Count)



## Air Purifier Searches(Google trends June-23 - June 25)



## Feature Category

## Examples

- Pricing Tier: Budget (₹7k-12k), Mid (₹12k-25k), Premium (₹25k+)
- Certifications: ECARF, AHAM, Asthma Council certifications
- Filtration Tech: HEPA H13, Activated Carbon, Plasmacluster, Formaldehyde filters
- Sensor Types: PM2.5, VOC, CO2, Odor, Temp-Humidity sensors
- Design: Portable, wall-mount, tower type
- Coverage Area: Small rooms (200 sq.ft) to large halls (700+ sq.ft)
- Smart Features: Wi-Fi/Bluetooth control, App alerts, Real-time AQI display

## Cities that Searched Air Purifier

Abhepur	100
Behlpa	64
Gurgaon	59
Noida	54
Nacholi	52
New Delhi	41
Ghaziabad	34
Greater Noida	34
Mumbai	31
Faridabad	29
Panchkula	21
Aizawl	19
Karnal	17
Mohali	15
Rohtak	15

## Trending Keywords

Philips	30
Dyson	14
Air filter	12
Coway	10
Xiaomi	6
Reverse osmosis	5
Air quality index	4
HEPA	4
Honeywell	3
Cleaning	2
Humidifier	2
KENT	2
Pollution	2

## Existing Brands and their Top Differentiators

Brand	Top Differentiator Feature	Flagship Model (Example)
Blueair	HEPASilent™ dual filtration, whisper-quiet	Blue Pure 211+
Coway	Long-life filters, Smart mode	Coway Professional 150
Daikin	Plasma ionizer + Deodorization	MC55XVM6
Dyson	Advanced sensors, Formaldehyde filter, sleek design	Dyson Purifier Cool Formaldehyd
Eureka Forbes	Certified by ASL & Asthma Foundation	Dr. Aeroguard SCPR 600
Honeywell	Real-time AQI indicator, activated carbon filter	Air Touch i8
Kent	HEPA + Carbon filter, UV	Kent Aura
LG	360-degree purification	PuriCare AS95GDWT0
Lloyd	HEPA + Ionizer	Lloyd Aura
Mi (Xiaomi)	Smart App control, OLED display, value for money	Mi Air Purifier 4
Panasonic	Econavi tech, Nanoe purification	F-PXJ30A
Philips	AeraSense tech, NanoProtect HEPA	Philips AC2887/20
Realme	Budget smart purifier	Realme TechLife Purifier
Samsung	Virus Doctor technology	AX40K3020WU
Sharp	Plasmacluster ion tech	FP-F40E-W



Prioritization Quadrant		Specific STATE	Specific City
All	All	All	All
<b>MARKET PRIORITIZATION and STRATEGIC ACTION</b>			
City Strategic_Focus			
Agartala	Value-priced entry units, EMI financing, CSR/government tie-ins		
Byrnihat	Value-priced entry units, EMI financing, CSR/government tie-ins		
Faridabad	Value-priced entry units, EMI financing, CSR/government tie-ins		
Ghaziabad	Value-priced entry units, EMI financing, CSR/government tie-ins		
Gwalior	Value-priced entry units, EMI financing, CSR/government tie-ins		
Jaipur	Value-priced entry units, EMI financing, CSR/government tie-ins		
Patna	Value-priced entry units, EMI financing, CSR/government tie-ins		
Sonipat	Value-priced entry units, EMI financing, CSR/government tie-ins		
Sri Ganganagar	Value-priced entry units, EMI financing, CSR/government tie-ins		
Ahmedabad	Upsell maintenance plans, smart-home integration, seasonal campaigns		
Bengaluru	Upsell maintenance plans, smart-home integration, seasonal campaigns		
Chennai	Upsell maintenance plans, smart-home integration, seasonal campaigns		
Coimbatore	Upsell maintenance plans, smart-home integration, seasonal campaigns		

Annual Health Cost Impact (INDIA)  
₹258bn

Top Competitors  
15

Market Size  
₹778 Crore

### CONCLUSIVE SUMMARY:

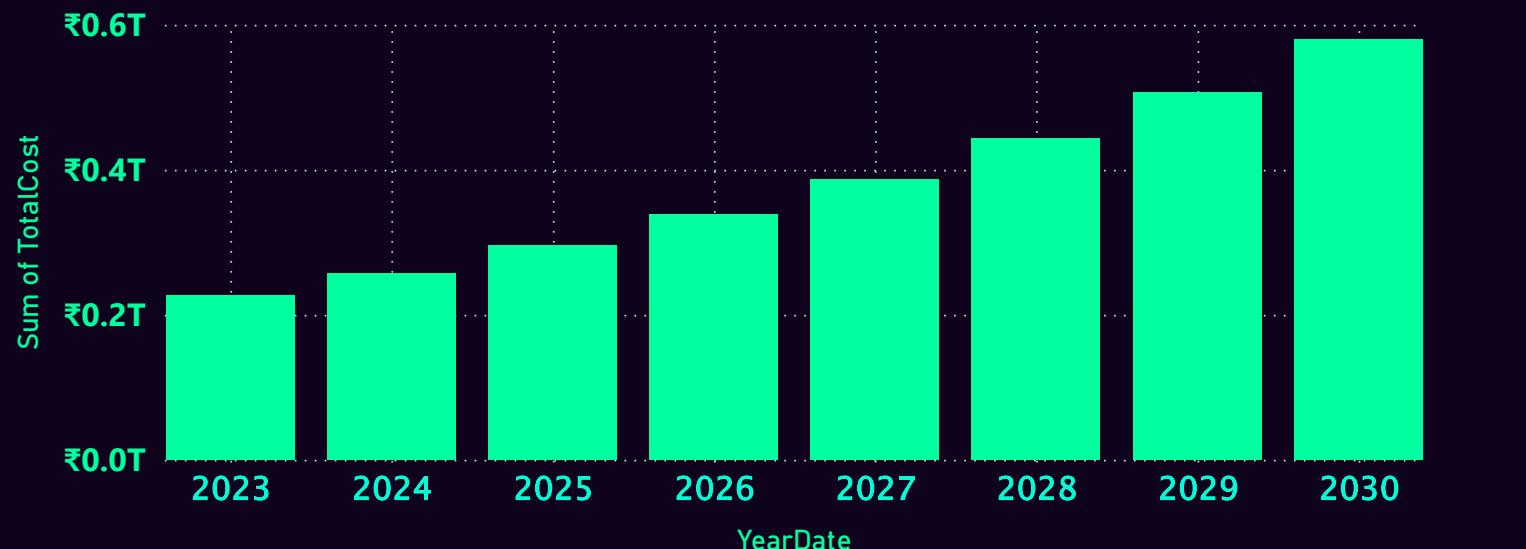
- Having a market size of 778 Crores as reported in 2024, of air purifier, there are almost 15 existing companies in the market.
- HEPA 13 or higher filter is required to clean both PM10 and PM2.5

### Feature Gap Matrix(existing market)

Feature	Feature Gap	Widely Offered
Activated Carbon / VOC	1	1
CADR (Verified)	1	1
Energy Efficiency	1	1
Filter Replacement Indicator	1	1
HEPA Filtration (H13+)	1	1
Hybrid Features (Fan/Heater)	1	1
Long Filter Life	1	1
Low Noise / Night Mode	1	1
Ozone Safe (No Ionizer)	1	1
Real-time PM Monitoring	1	1
Smart App / Voice Control	1	1
Smart Sensors & Auto Mode	1	1
UV/Virus Sterilization	1	1

### Asthma Health Cost Projection (in Trillion(₹))

South India Study(2023):- avg annual cost 21,000₹ per person | Prevelance: 30% of 2.5% Indian Population



state	Top Pollutant	Recommended Filters
Andaman and Nicobar Islands	PM10	HEPA (H13 or higher)
Andhra Pradesh	PM10	HEPA (H13 or higher)
Arunachal Pradesh	PM2.5	HEPA (H13 or higher)
Assam	PM10	HEPA (H13 or higher)
Bihar	PM10	HEPA (H13 or higher)
Chandigarh	PM10	HEPA (H13 or higher)
Chhattisgarh	PM10	HEPA (H13 or higher)
Delhi	PM2.5	HEPA (H13 or higher)
Gujarat	PM2.5	HEPA (H13 or higher)
Haryana	PM2.5	HEPA (H13 or higher)
Himachal Pradesh	PM10	HEPA (H13 or higher)
Jammu and Kashmir	PM10	HEPA (H13 or higher)
Jharkhand	PM10	HEPA (H13 or higher)
Karnataka	PM10	HEPA (H13 or higher)
Kerala	PM10	HEPA (H13 or higher)

### Market Projection (In CRORES)

CAGR->16% , Market Size in 2024 -> 777.75 CR

