



**THE
CLEAN AIR**

REVOLUTION

starts with *AIRTH* and your AC

Humans are **INDOOR SPECIES**

We remain

~90%

of the times **INDOORS**

that means if you live up to



80 years

you will be breathe air from

SOME TYPE OF AC

for



72 years

The Rising Problem of Air Pollution

Consequences of polluted air:



INFECTION
SPREAD



ASTHMA ISSUES



ALL THE ORGANS
ARE AFFECTED
BY AIR WE BREATHE

RESPIRATORY
ISSUES



INDOOR
AIR
POLLUTION
a
SILENT
KILLER

Our lungs, our hearts
Every organ is silently under
attack by air pollution

BEFORE AIRTH:

AIR PURIFIERS—THE ONLY KNOWN SOLUTION?

Can't get into your habit

Expensive

Rarely used

(avg. usage of not more than 3 months out of 12 months)

Over-engineered



CLEARLY, A DISRUPTION IS NEEDED!

**WE NEEDED A REAL SOLUTION—
SOMETHING WE'D ACTUALLY USE EVERY DAY.**

IMAGINE YOUR DAY:

You Wake Up
with AC running



You drive your
car with AC on



You have AC
in your Office



**BUT WHY
AC-AIR NOT CLEAN?**

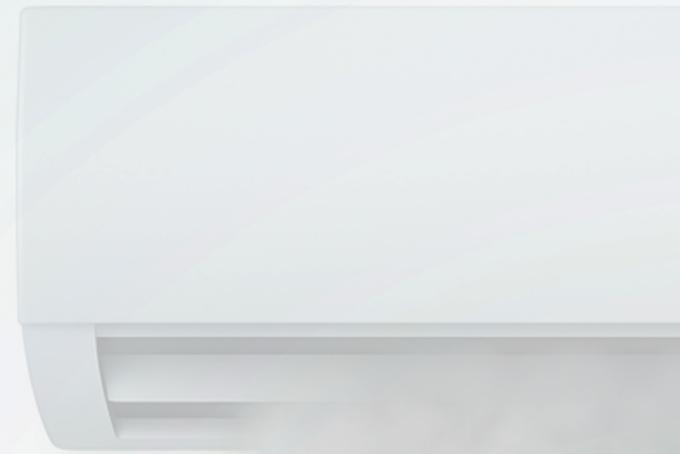
Many tried to clean AC-air...



**But none could overcome the
PRESSURE DROP problem**

**The CHALLENGE OF FILTRATION
without huge drop in airflow...**

*Some technology has to disrupt in our war against
air pollution. Otherwise the FUTURE GENERATIONS
will pay the price for air we FAIL to CLEAN.*



We found both Air purifier and AC are very similar. Both have a body, a fan and a filter.

Air Purifier



v/s

BODY



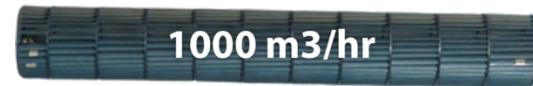
FAN



FILTER

Remove PM2.5: YES

Air Conditioner



Remove PM2.5: NO

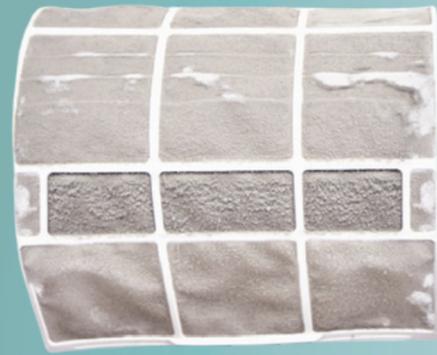


ACs throw **5x** more air than air purifiers. Cleaning just **20–30%** of it gives the same clean air as expensive air purifiers.



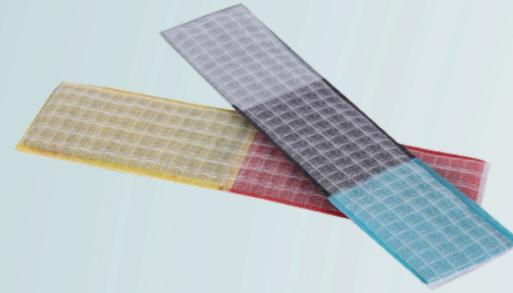
Sadly, AC Filters are **worthless**. They're just not built for this.

We studied all types of **AC FILTERS**



Mesh Filter

↓
Completely
Useless.



PM Filter

↙
New ACs with inbuilt
purifiers use filters as small
as your finger :(



AC Filter

↓
We tested off-the-shelf AC filters
being sold on Amazon.
These filters couldn't reduce PM2.5
due to its small surface area.

***It felt like we were hitting dead ends.
But that's when we decided to create something the world has never seen.***

We thought
“**OUTSIDE THE BOX**”
literally.



We started by adding an air purifier-grade filter to the AC. **And it worked!**

But there was still more to do... The pressure drop problem was still holding us back.

We created a filter that works, kill germs and doesn't hinder airflow.

Finally we cracked it!

Then partnered with a top Japanese firm for precision manufacturing of the filters.

The Key to Solving THE PRESSURE DROP



We realized that partial coverage of the AC inlet was the key. We need just 20-30% of AC air to pass through the filters to achieve same efficiency as expensive air purifiers.

By doing this, we reduced the pressure drop further.

**IT WAS A BREAKTHROUGH NO ONE COULD IMAGINE,
BUT IT WORKED!!!!**

AIRTH FILTERS ARE NOT JUST ANY FILTER!!!

Filter Technical Data Sheet (AiRTH Clean Air Module)

Filter Type				Benchmarking of Existing Filter from Market	AiRTH 20mm Filter	AiRTH 11mm Filter	Remarks (Compliant standards)
Filter Type				-	Medium Efficiency Particle Filter	Medium efficiency Particle Filter	
Dimension : L*W*H [mm]				L:400 X W:200 X H:20	L:400 X W:200 X H:20	L:400 X W:200 X H:11	-
Pressure drop [Pa]	300m3/hr air flow			138	30	54	JIS B 9908 (Neutralized particle)
Particle filtration efficiency [%]	300m3/hr	Particle Size (0.3-0.5µm)	KCL	96	94	85	
Dust holding capacity [g/m ²]	300m3/hr	@200Pa	ISO A2 (100mg/m ³)	11	26	9	



High Dust Holding Capacity



Lower Pressure Drop

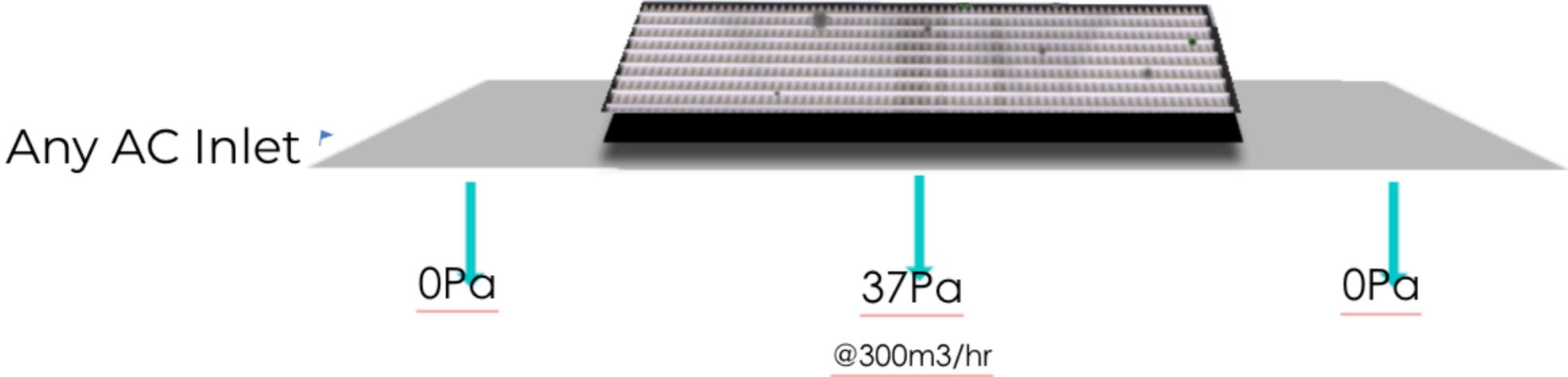


Antimicrobial Green Coating



Extended Filter Life

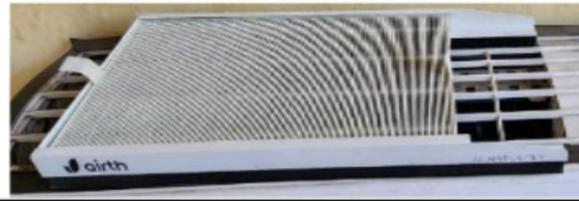
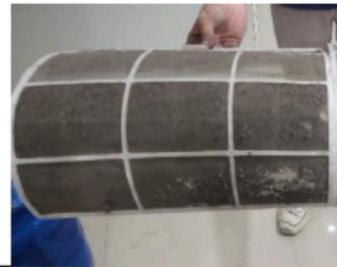
AIRTH Coated HEPA Filter



Theoretical Airflow	50%	0%	50%
Actual Airflow	40%	20%	40%
Net Increase in PD		$0.2 \times 37 = 7.4\text{Pa}$	
Reduction in airflow (at Day 1)		10%	
Increase in Power Consumption (at Day 1)		1-3%	
<u>Increase in Power</u> (at Day 1)		15W-45W	

On Continuous Use: Your AC becomes more efficient!

BEE CERTIFIED LAB REPORT



Parameters	AC with Mesh Filter (3 <u>month used</u> filter)	AC with AIRTH (3 <u>month used</u> filter)	Conclusion
Flow Rate	433 CMH	678 CMH	+37% stronger airflow with AIRTH
Cooling Capacity	2463 W	2576 W	+12% better cooling with AIRTH
ISEER	3.42	3.62	+6% higher efficiency with AIRTH
Power consumption	720 W	711 W	-1.25% lower energy use with AIRTH

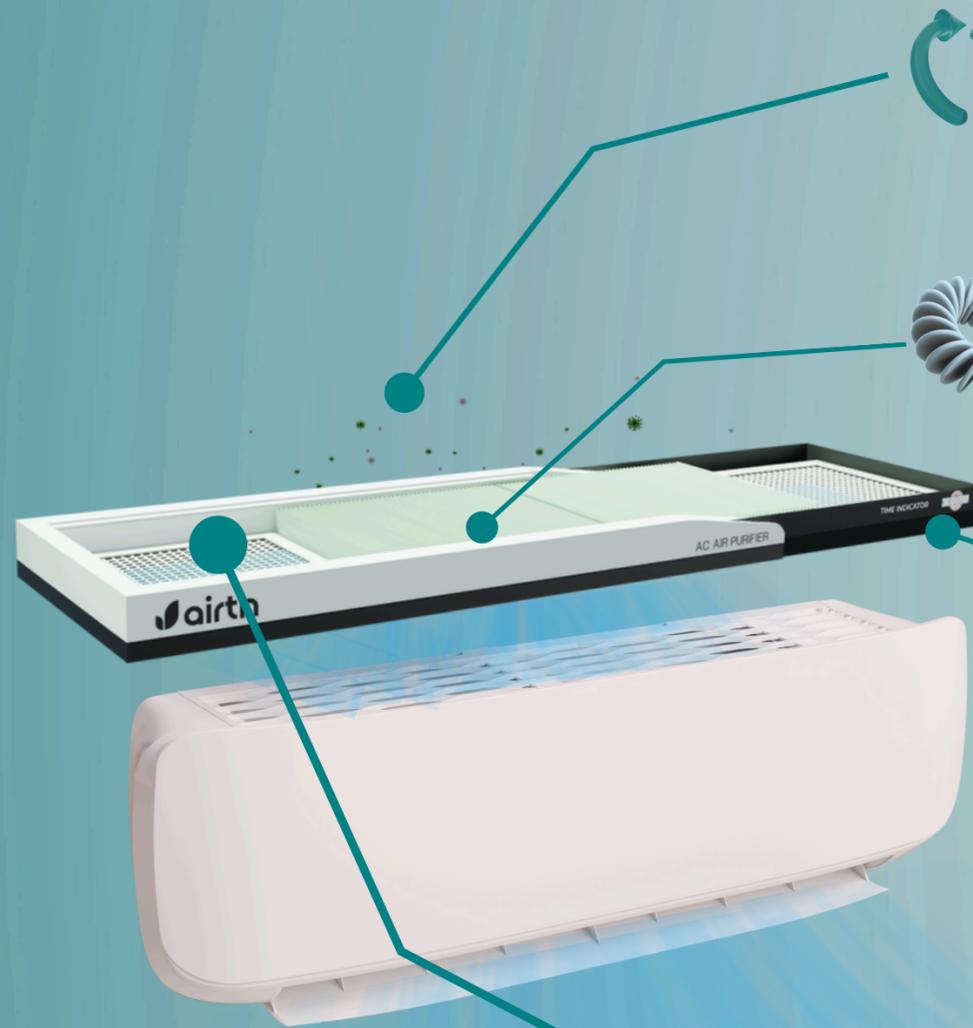
THAT'S HOW THE FUTURE OF AC FILTER TECHNOLOGY

WAS BORN

FILTRIX!

EFFICIENT ECONOMICAL EFFORTLESS

FILTRIX® is AIRTH's advanced AC filter, using your AC's recirculation to provide high-efficiency air purification with minimal airflow disruption. Its smart partial coverage and 3D filtration ensure optimal cooling and extended AC lifespan

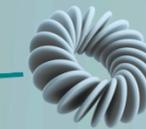


Let's Revise:



Recirculation Boost

Your AC has 5x the airflow of an air purifier. Recirculation of AC air cleans more, faster.



3D Filtration

AIRTH (3D) filter is 100x bigger than the regular AC filters (2D). AIRTH can hold much more dust & germs.



Time Indicator

A smart feature that tracks your AC Purifier usage and reminds you when it's time to replace the filter.



Partial Coverage Design

Your AC has 5x the airflow of an air purifier. By passing 20% of AC air through AIRTH filters, we clean as effectively as an expensive air purifier - without increasing pressure.

Tested by India's Top Institutions:



IIT BOMBAY



IIT DELHI



IIT KANPUR

Different AC Filters

BIGGEST AC FILTER IN THE WORLD



unfolded

- 1 Mesh Filter
- 2 PM Filter
- 3 AC Filter
- 4 AIRTH AC Purifier Filter

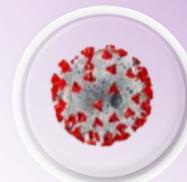
Other AC filters barely reach your knees.
AIRTH's filter unfolds to 15 feet high — stretching far beyond what you've ever seen

1 AIRTH Filter Eliminates



1,500 Cigarette Smoke Entering Your Lungs

Protection From



VIRUS



DUST



POLLENS



BACTERIA



PM 10



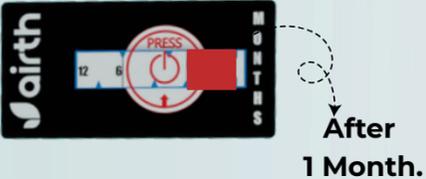
PM 2.5

Key Problems We Solved

TIME INDICATOR

Problem: People assumed the filter never needs replacement.

Solution: We added a Time Indicator that tracks usage and reminds you when it's time to change the filter. It shows clear timelines at 0, 1, 6, and 12 months.



AC STICKER

- Distinguishes ordinary AC from air-purifying AC.
- Accurate filter-life indicator through color scale.

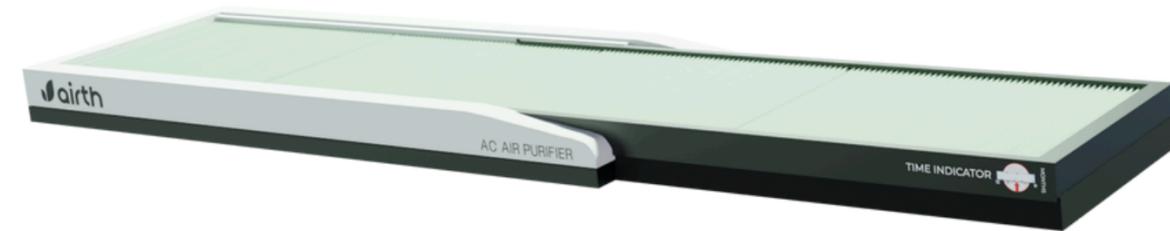
Which AC Air Purifier to Choose

Split AC Air Purifier for
Summer [AQI < 300]



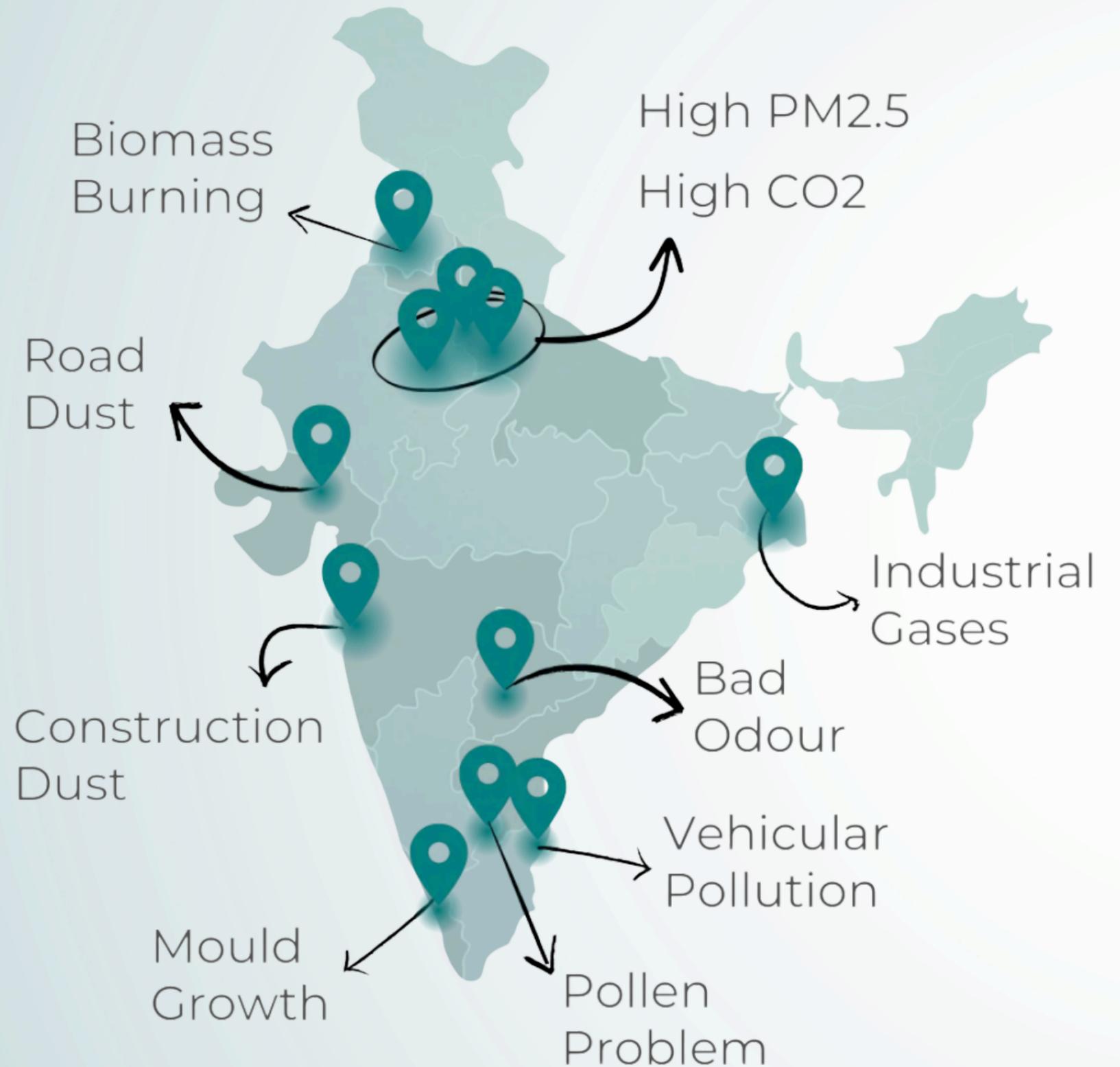
- ✓ **Best for:** When cooling is your top priority
- ✓ **Works with:** Cool, Fan & Dry Mode
- ✓ **Performance:** Maintains powerful cooling while filtering

Split AC Air Purifier for
Winter [AQI > 300]



- ✓ **Best for:** When air cleaning is your top priority
- ✓ **Works with:** Fan Mode only (no cooling required)
- ✓ **Performance:** Delivers 2X filtration with dual HEPA filters

**DIFFERENT PROBLEMS,
ONE SOLUTION
AIRTH !!!!**



Patent Examination Report

Supplemental Box

In case **the space in any of the preceding boxes is not sufficient.**

Continuation of:

Continuation of Citation and Explanation(Box5)

Claim 1 is novel and inventive in view of D1.

Claims 2-16 are novel and inventive by virtue of being dependent on claim 1. Claims 1-16 are considered novel and inventive in the sense of Article 33(2) PCT and Article 33(3) PCT respectively.

INDUSTRIAL APPLICABILITY Article 33(4) PCT

Claims 1-16 meet the criteria set out in PCT Article 33(4) and thus have industrial applicability because the subject matter claimed can be made or used in industry.

Old AC + Old Filters



Infection Spread



Allergic Reaction



Respiratory Problems



All-Season Clean Air

Summer

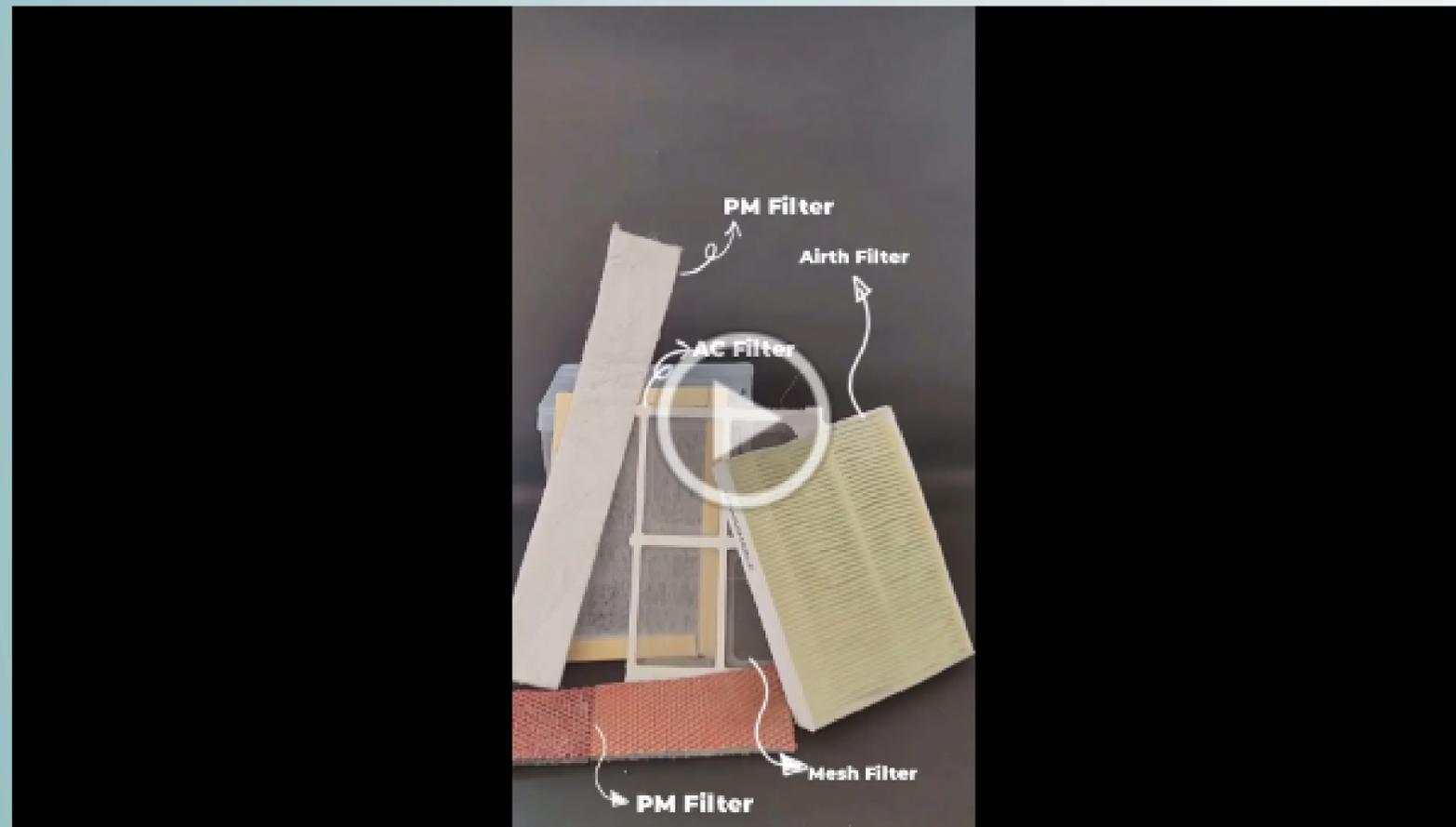
Winter

Monsoon

Join **60,000+** homes using
Technology from **IIT Bombay**



***Experience the magic moment:
AIRTH vs. ORDINARY FILTERS***



When the truth about AIRTH hits, it hits hard

SOME GENUINE FACTS ABOUT AIRTH.....

- Humans are indoor species we spend most of our time indoor around AC. Like, if we live upto 80 years we breathe AC air around 70% of our life
- Imagine your day you are surrounded by AC most of the time like you are around AC when you wake up, when you are in the car or just may be you are Under AC right now.
- We are changing how the world breathes.
- We (Airth) just want to provide healthier air for you and your family.
- We always think about outdoor air but forget what we're inhaling indoors. We neglect indoor air pollution, which is even more dangerous. That's why Airth is here (Better Air on Earth = AIRTH); we simply converts your AC into an air purifier
- Airth filter eliminates 15000 cigarettes' smoke going into your lungs.
- You can just increase 9 extra years in your life by just breathing clean air so AIRTH is the best choice
- We help you convert your existing AC into an air purifier at 75% lower cost than other bulky air purifiers, which often don't get used daily
- All AC filters are worthless and Airth agrees. Let us bust that myth for you.
- Air pollution is a silent killer, fueling asthma and respiratory issues all around us

SUMMARY

PROBLEM:

- Kya apka AC saaf hawa deta h?; Does your AC give clean air?; Your family breathes this air every day — is it truly clean?
- You breathe ~25,000 times a day OR 11 liters of air everyday!!! Is it clean?
- Your AC can make you sick!

AIRTH:

- Convert your AC into air purifier at 75% lower cost with super easy installation
- World's First AC Air Purifier with new-age AC filtration technology: FILTRIX
- FILTRIX: recirculation of AC air ; 3D filter; Partial Coverage
- Partially covers your AC for optimal airflow and purification
- IIT Bombay Technology; Appeared on Shark Tank
- Tested at the top institutions of India: IIT Delhi, IIT Kanpur and IIT Bombay
- Recently tested at BEE-certified lab (BEE: Bureau of Energy Efficiency)
- 1 AIRTH filter is 15ft long- while others will barely touch your knee height.
- 1 AIRTH filter can eliminate 1,500 Cigarettes from Your Lungs
- 1 AIRTH filter can eliminate 4 tablespoons of dust going in your lungs
- Trusted by 50,000 homes and offices- now comes with unique AC sticker
- Now a Global Brand- helping people across the world to breathe clean!
- AIRTH has launched clean air challenge: [link](#)

HOOKS

- Installation process always keep audience hooked: [installation link](#)
- Some videos from Shark Tank: [link](#)
- 1 AIRTH filter is 15ft long- you can use a curtain or a saree to show the height of filter when unfolded
- 1 AIRTH filter can eliminate 4 tablespoons of dust going in your lungs - you can take 4 tablespoons of salt or dust to have better impact
- Show people that it partially covers the inlet - most people are confused here
- Use an air quality monitor to show the difference in air quality
- Now a Global Brand- helping people across the world to breathe clean!
- Clean Air Challenge - if you are able to prove that AIRTH doesn't work- you get full refund!



HOOKS

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RESOURCE HUB

TO KNOW MORE:

- [Founder's Personal Story](#)
- [FAQ](#)
- [Seasonal Problem in India](#)
- [How AIRTH works \(explained by the Founder\)](#)
- [Difference between AIRTH filter & other filters](#)
- [AIRTH ON SHARK TANK INDIA](#)
- [Difference between Summer version and Winter version](#)

USEFUL LINKS

- [Product Images](#)
- [Logos](#)
- [Product Video](#)
- [Shark Tank 1-min test](#)
- [Test Reports](#)

THANK YOU!

ANNEXURE

ANNEXURE

about technology i.e **Efficient, Economical & Effortless**

Key Messaging Themes

THE PROBLEM

- Humans spend ~90% of their lives indoors.
- Indoor air is often more polluted than outdoor air, leading to asthma, infections, and long-term respiratory issues.
- Most people breathe through air from ACs (~18 crore breaths if you live to 80).
- Existing air purifiers are costly, forgotten, and not habit-forming.

THE DISRUPTION: AIRTH'S FILTRIX® TECHNOLOGY

- Converts your existing AC into a powerful air purifier.
- Uses partial coverage and 3D filtration to maintain cooling + purify air.
- Scientifically tested and validated by premier institutions: IIT Bombay, IIT Kanpur, IIT Delhi, NABL labs, BEE certified labs.

Product Highlights

FEATURE	BENEFIT
Smart 3D Filtration	5x purification efficiency over normal AC filters
Low Pressure Drop	Maintains airflow & enhances AC performance
High Dust Holding Capacity	Reduces dust buildup in AC coils
Anti-Germ Coating	Deactivates viruses & bacteria
DIY Installation	1-min setup; no technician required
No Electricity Required	Energy-efficient operation

Health Impact Statements

- 4 tablespoons of dust are prevented from entering your lungs.
- 1,500 cigarettes' worth of toxins are blocked from entering your body.
- Potential to extend lifespan and reduce disease risk.
- Particularly beneficial in urban areas with high PM2.5 levels.

Use Case Across Environments

- Split, Window, Cassette, FCU, and AHU ACs.
- Works year-round (Summer, Winter, Monsoon).
- Compatible with homes, offices, schools, hospitals, gyms, hotels, industrial setups.

Noteworthy Claims

- AIRTH filters are 16 ft long when unfolded – world's largest retrofit AC filter.
- Used by 50,000+ families and across multiple industries.
- Patent-filed innovation and award-winning clean-tech startup.

Scientific Validation

INSTITUTIONS	KEY RESULTS
IIT Bombay	CADR comparable to premium
IIT Kanpur	90% reduction in PM2.5
IIT Delhi	Reduction of sub-micron particles
NABL Lab	SARS-CoV-2 deactivation by 99%
BEE Lab	12% improvement in AC energy

Product Versions

Summer Version: For partial coverage – cooling + filtration.

Winter Version: For full coverage – focused air purification.

Suggested Influencer Hooks

- This product can increase your life span
- protect the 25,000 breaths you take every day.
- AIRTH filters are 16ft long.
- This product could give you 9 extra years.
- Eliminate 1,500 Cigarettes from Your Lungs
- An air filter eliminates 4 tablespoons of dust going in your lungs
- We're indoor species—breathing 25,000 times a day, mostly through ACs. If you live to 80, that's 18 crore breaths from ACs. Shouldn't that air be clean?

A PERSONAL JOURNEY



I AM RAVI KAUSHIK, FOUNDER OF AIRTH AND AN AEROSOL SCIENTIST.
For the past **8 years**, I've been working tirelessly on **SOLVING THE AIR POLLUTION PROBLEM.**

Out of the **6 years of my professional life**, 2 years were spent at IIT Bombay, diving **DEEP INTO AIR PURIFICATION.**

After years of trial and error, the concept of an AC air purifier finally clicked. We built something that is **EFFECTIVE, EFFORTLESS AND EFFICIENT** — a solution no one thought possible.

BUT HOW DO YOU SELL SOMETHING THAT NO ONE IS ASKING FOR?

No marketing guru had the answers.

No external agency would take on our project.

Teammates left. Investors backed out.

It took us 8 months to sell our first 1,000 units.

The next 8 months? We sold 10,000 units.

And just 8 months after that, we had 50,000 units out in the world.

And then, life started to change.

I got married, became a proud father to a beautiful daughter, and reached my 30s.

Through all this, AIRTH became my life. I gave it everything—my energy, my mind, my time — every second of my life has gone into this cause.

Today, our NEW AGE AC FILTER TECHNOLOGY is in every state of India.

We've appeared on every major national news channel.

And even Shark Tank gave us a platform to share our vision.

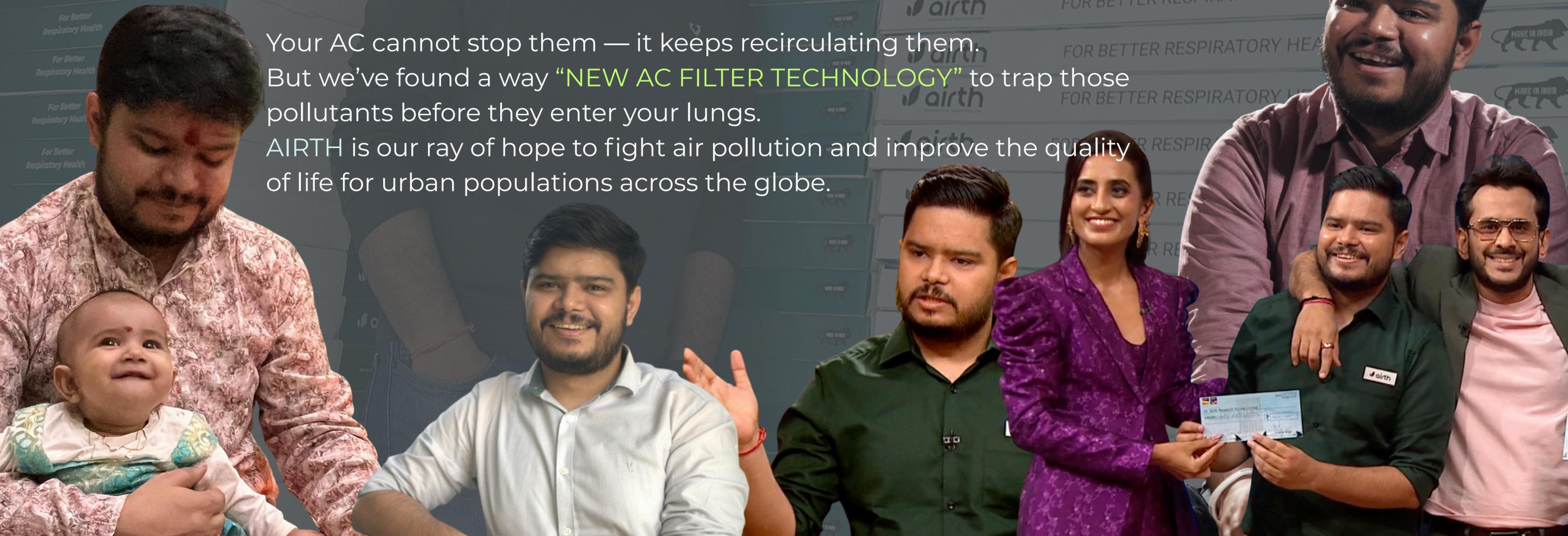
We've expanded beyond India, but **OUR MISSION IS CLEAR:**

THE AIR POLLUTANTS ARE SO SMALL, THEY'LL FLOAT IN THE AIR FOR CENTURIES.

Your AC cannot stop them — it keeps recirculating them.

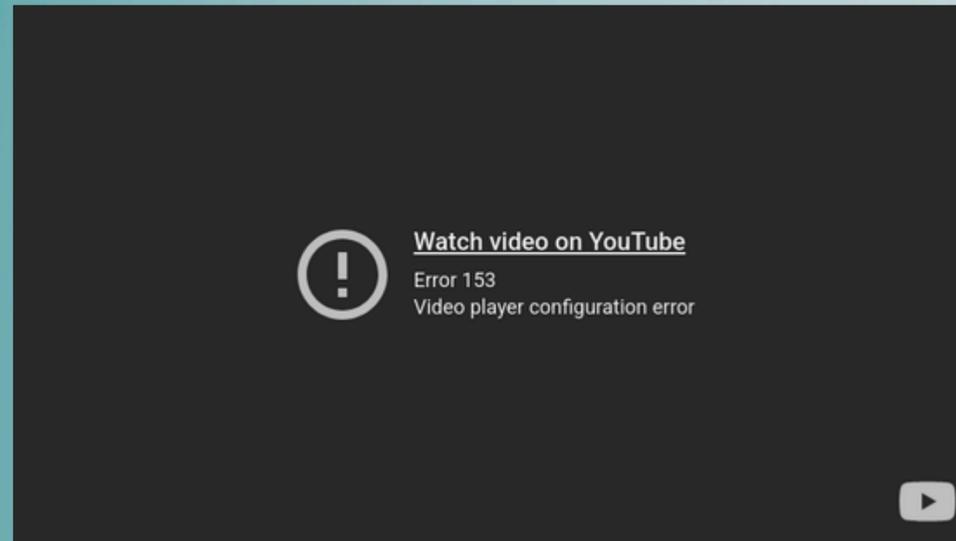
But we've found a way **"NEW AC FILTER TECHNOLOGY"** to trap those pollutants before they enter your lungs.

AIRTH is our ray of hope to fight air pollution and improve the quality of life for urban populations across the globe.

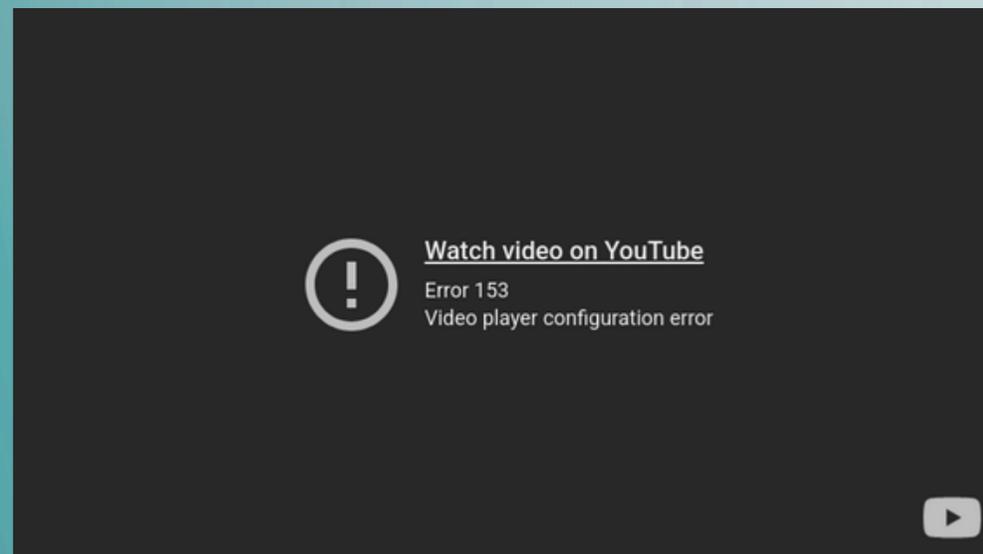


FAQ

DOES AIRTH CAUSE AIR FLOW DROP?



DOES IT INCREASE THE ELECTRICITY BILL ?



IMAGES AND ABOUT THE PRODUCT VIDEO



Seasonal Problems in India

SEASON	Summer	Monsoon	Winter
PROBLEM	Dust	Infection Spread Allergens, Pollens	PM2.5
MODE OF AC	Cool Mode	Dry Mode	Fan Mode
AIRTH VERSION	Summer Air Purifier	Summer Air Purifier	Winter Air Purifier
			

Upgrade to the Future of AC Filtration

FILTRIX[®]
Technology

-  Recirculation Boost
-  Smart 3D Filtration
-  Partial Coverage Design

R&D Backed by India's Top Institutions

Pioneering Aerosol Science With Global Patents

IIT BOMBAY



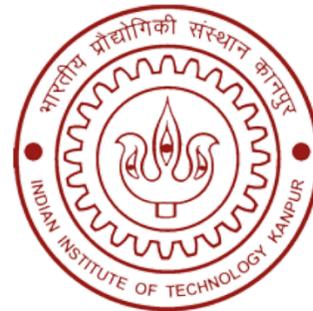
Air Purification on Par with Premium Air Purifiers

TUV



TÜVRheinland[®]
Bacteria Deactivation by 99%

IIT KANPUR



Reduction of sub-micron particles by 90%

NABL - LAB



National Immunogenicity & Biologics Evaluation Centre
QUEST FOR QUALITY
SARS-CoV-2 Deactivation by 99%

IIT DELHI



Reduction of PM2.5 by 90%

BEE - LAB



AIRTH Technology is AC friendly

*All reports are available on AIRTH website

HOW TO JUDGE A **GOOD AIR FILTER**

HIGH FILTRATION EFFICIENCY

Captures tiny pollutants effectively

HIGH DUST-HOLDING CAPACITY

Traps more dust without clogging quickly

ANTI-GERM COATING

Prevents germs from growing inside

LONG-LASTING PERFORMANCE

Works efficiently for months, not days

LOW PRESSURE DROP

Doesn't strain your AC or block airflow

BACKED BY VALIDATED CLAIMS

Tested and certified by trusted labs

	Copycat Filters	AIRTH Filter
Efficiency	96%	94%
Dust Holding Capacity	11 g/m ²	24 g/m ²
Pressure Drop	138 Pa	37 Pa
Anti-Germ Coating	None	Yes
Filter Life	<2 months	8-12 months
Validation	None	IITB, IITD, IITK, BEE-certified Lab

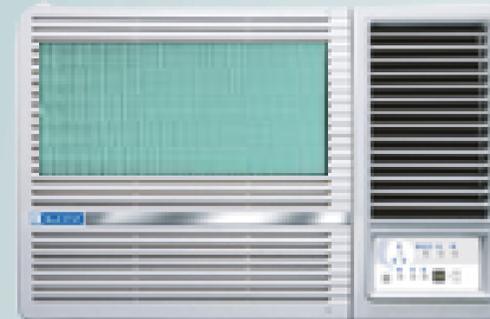
*All reports are available on AIRTH website

AIRTH FILTERS

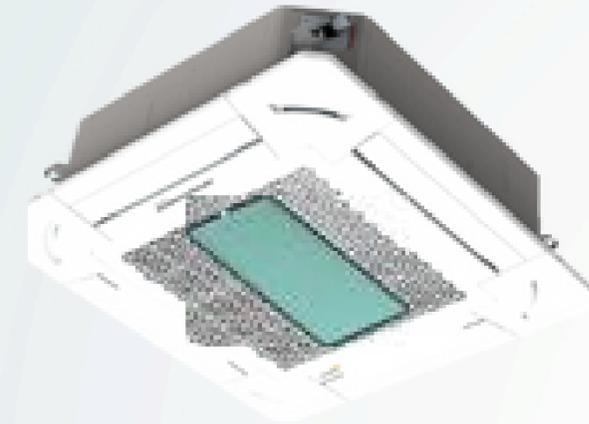
Enhancing Air Quality Across All ACs



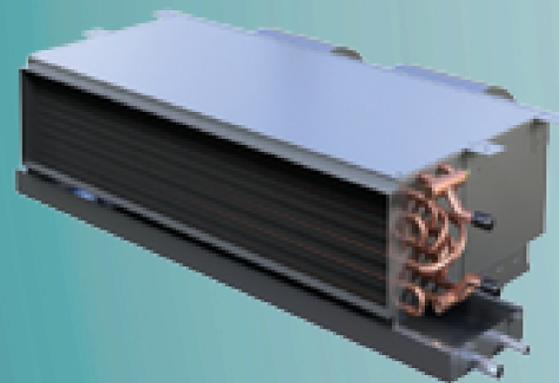
Split AC



Window AC



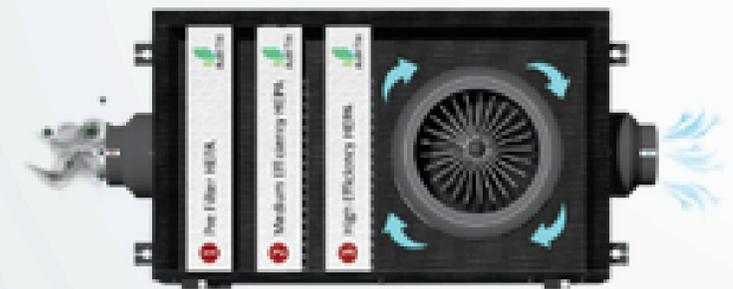
Cassette AC



Fan Coil Unit (FCU)



Air Handling Unit (AHU)



Fresh Air Unit



Installation?

As easy as changing your **BEDSHEET**

1 MIN DIY INSTALLATION

Airth has a solution for ALL AC types
(split, window,FCU,AHU, Cassette)



[Watch video on YouTube](#)

Error 153

Video player configuration error



[Watch video on YouTube](#)

Error 153

Video player configuration error



This little sticker carries a **BIG** responsibility

It's not just a mark,
it's a promise of breathable, healthier air.

If your AC doesn't have it, you're missing clean air.

Because some technologies must succeed,

OR THE FUTURE WILL PAY THE PRICE FOR THE AIR WE FAILED TO CLEAN.

