



Press Release

#CREATEDFORCOVID: TURN YOUR EXISTING SPLIT AC INTO AN AIR STERILIZER WITH THE NIRVANA BEING NANOTECH AC FILTER

A simple DIY all-in-one solution that removes viruses and bacteria with > 99.7% efficiency

New Delhi, July 9 2020: Nirvana Being, a leading Clean Air solutions company based on science and sustainability, has recently launched an **all-in-one Nanotech AC Filter**- a potential **gamechanger** in the nation's quest for health and safety solutions, from COVID - 19. This filter can be added to your existing Split AC to remove viruses and bacteria with **> 99.7% efficiency**, and PM 2.5 with a **> 96% efficiency**, thereby playing the role of an air sterilizer.

The product was created for the mass market after thorough research wherein the team realized that COVID-19 particles have a diameter of close to 0.12 microns, and standard media and HEPA filters, which are somewhat porous, cannot filter nano-particles smaller than 0.3 microns. Therefore, Nirvana Being developed a filter using nanotechnology to **filter down to 0.1 micron**.

Priced at Rs. 2,695 per pack, the Nanotech AC Filters offer the **lowest resistance** in order to sustain the cooling ability of your AC. Each pack includes filters for 2 ACs, and the filters can be used with Split ACs of any brand and tonnage. Each filter is estimated to have a life of 300-600 hours based on the AQI conditions. The filter is ideal for indoor spaces, like homes, offices, doctors clinics, stores, restaurants and other places which have a high footfall, and hence a higher risk.

Mr. Jai Dhar Gupta, Founder & CEO, Nirvana Being says, "We are thrilled to announce the launch of our one-of-a-kind Nanotech AC Filter at a time when our country needs it the most. Every aspect of our filter has been carefully developed after thorough research to drive health and safety of our end consumers. We are excited to see the reaction of the mass market as our filter is sure to become a game changer in the health sector. With the use of nanotechnology, we aim to develop even more scientific and sustainable protective gear in the times to come."

About Nirvana Being (www.nirvanabeing.com)

Founded in 2015, the name Nirvana Being has become synonymous with sustainable, scientific and responsible environmental solutions. Our company name comes from Buddhism, where Nirvana Being means a state of enlightenment or elevated consciousness; about sustainability and our breath.

Our product portfolio consists of sustainable, stylish, reusable and affordable environmental products to shield you from harmful pollutants/viruses in the air and allow you to live a healthy life, without compromising your lifestyle. We offer an array of products that protect you everywhere you go- both indoor and outdoor. Starting from specialized masks with the highest certifications for general everyday use to sports masks with a higher surface area for better breathing capability, we have products that are globally certified and tested to suit your needs. We have also introduced Indoor Air Purification to ensure that indoor spaces are health and safety compliant in Delhi NCR and India. Additionally, we provide purification and monitoring solutions for homes, cars and centrally conditioned buildings to make clean air more accessible.



Till date, ours are the only masks certified by Nelson Labs, USA with 95% – 99% viral filtration efficiency, reusable and washable. That is the ethos of our business- sustainable products that solve problems, technologically advanced, and internationally certified by the highest authorities.

Our focus and values of **'science and sustainability'** have served us well and we will continue to use those as pillars to develop protective solutions for environmental challenges in the future.

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