



Press Release

TURN YOUR SPLIT AC INTO AN AIR PURIFIER FOR JUST RS. 750!

Protect yourself from air pollution and COVID-19 without spending a fortune on air purifiers

- Economical solution to pollution and COVID-19 at 1/20th the cost of an air purifier
- Removes viruses and bacteria with > 99.7% efficiency and PM 2.5 with > 96% efficiency
- Powered by nanotechnology
- Better results, faster and cheaper
- Operate AC on fan mode during winters
- Tested by Nelsons Labs, USA

New Delhi, October 30 2020: Nirvana Being, a leading Clean Air solutions company has launched an **all-in-one Nanotech AC Filter**- a **gamechanger** in the nation's quest for economical and internationally tested pollution and COVID-19 solutions. With a Do-It-Yourself easy installation, this filter can be added to your existing Split AC to remove viruses and bacteria with **> 99.7% efficiency**, and PM 2.5 with > 96% efficiency, thereby playing the role of an air purifier. What's more, you can continue using the filter on fan mode during the winter season.

Priced at Rs. 1,495, each pack contains filters for two Split ACs and offer the lowest resistance to sustain the cooling ability of your AC. The filter can be used with Split ACs of any brand and tonnage and is estimated to have a life of 6-8 weeks if used for 12-15 hours daily. It 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. Additionally, if you wish to remove volatile organic compounds, odours and gases including smell of food, paints and chemicals from your indoor space, you can install the Nanotech AC Filter with Carbon at an additional cost of Rs. 250.

Both the variants of our AC Filter were 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**.

Mr. Jai Dhar Gupta, Founder of Nirvana Being says, "The rise in air pollution and COVID-19 across big cities in India has fuelled the demand for air purifiers for indoor usage. However, the price of air purifiers is a major deterrent for many buyers. Therefore, keeping limited household budgets and the state of the Indian economy in mind, we at Nirvana Being wanted to offer a pocket friendly and DIY solution for households, offices, clinics and commercial spaces. Every aspect of our filter has been carefully developed after thorough research to deliver value for money, and the highest protection of our end consumers."

The Nanotech AC Filter and Nanotech AC Filter with Carbon can be purchased from Nirvana Being's website- www.nirvanabeing.com, Amazon.in, Flipkart, Seniority and Nirvana Being's stores in Khan Market and Golf Course Road.

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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