



Meditate Air Purifier

Product Deck

ABOUT

Concept

- Meditate is an Air Purifier concept that focuses on the overall experience of air purification. The name comes from its tranquil and Zen like design which in turn is inspired from natural objects like pebbles that are a symbol of balance and harmony. The intention was to steer away from the established idea of unfriendly appliances that fill our homes and to create an object that fits seamlessly in our surroundings.



Meditate

Meditate Air Purifier is a **technological revolution** in AP category that differentiates itself from existing air purifiers with its external and portable Air Quality Monitor.

The same idea has to be resonated and communicated through our collective efforts.



BACKGROUND



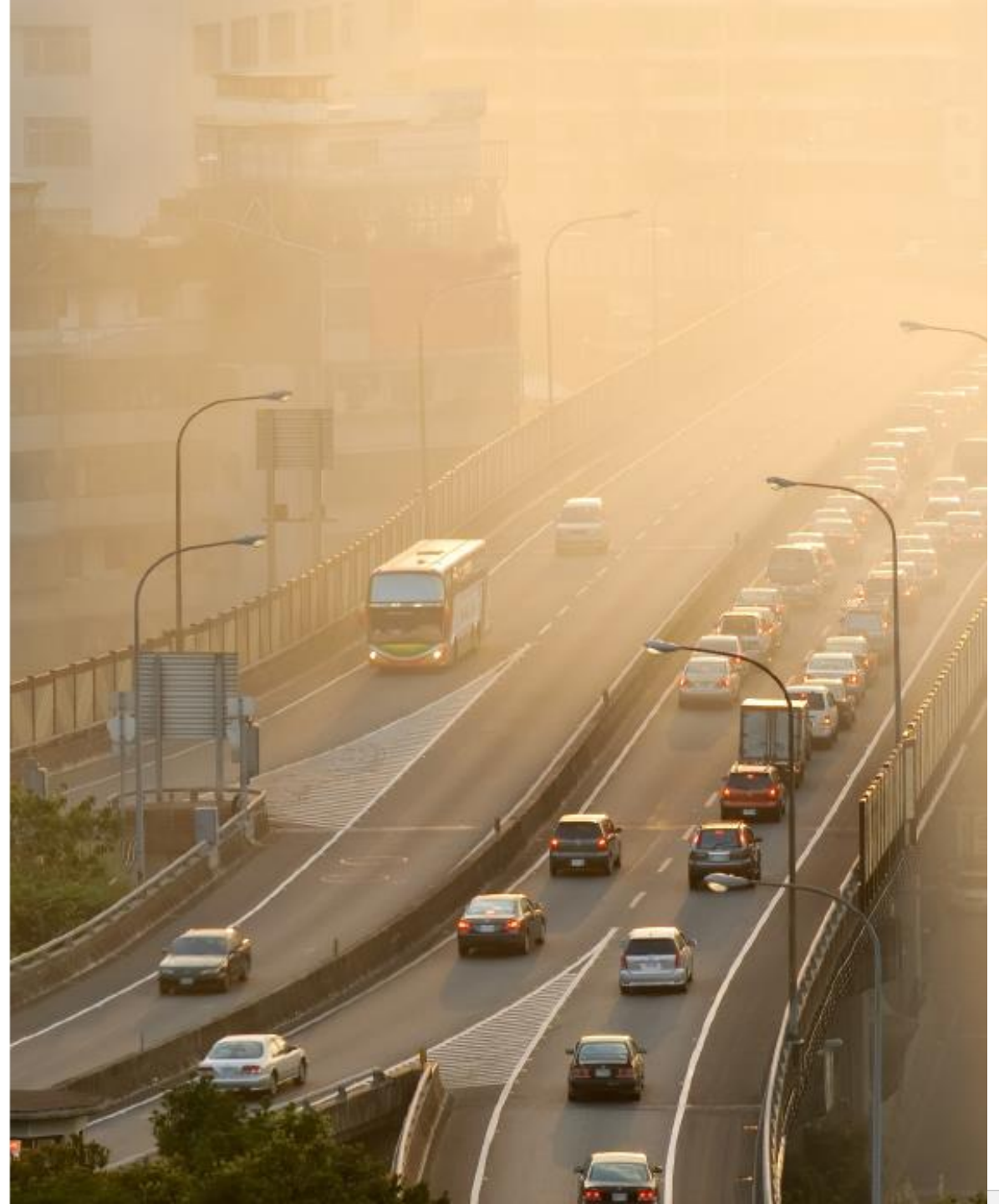
Indoor pollution sources

The source of Indoor pollution keeps changing throughout the day and so the most polluted areas of the home also keeps changing. Yet, most Air Purifiers remain fixed in one location throughout the day.

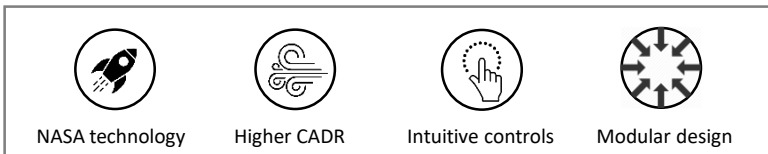
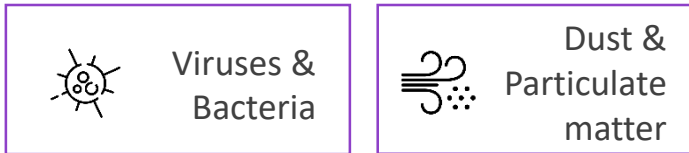


Localized cleaning

All existing Air Purifier designs only sense the air quality around themselves, lowering their fan speed as it gets cleaner around them. Also these products are mostly used in specific seasons rather than the entire year.



Customer focus – latent needs



Smart and Premium air purifier, integrated with new technology for urban needs ?

Solution



Meditate tries to create an environment of tranquility with a balanced and symmetric design. With propriety TiO2 technology that eliminates organic pollutants.



KEY USP



USP:

The Meditate Air Purifier is designed for large spaces.

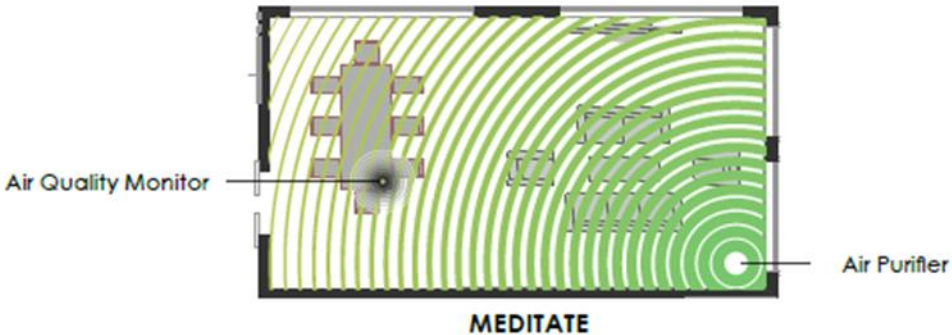
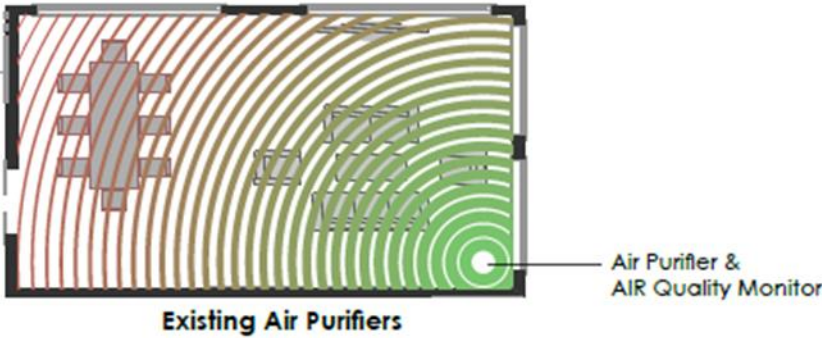
It differentiates itself from existing Air Purifiers with its external and portable Air Quality Monitor. This portable Air Quality Monitor can be carried with and placed close to the user. This ensures that where ever the user is in a given space the Air Purifier is aware of the condition of the air around the user and can adjust its fan speed accordingly to maintain good air quality around the user, instead of the device.





Core value proposition – The need for monitoring the air quality near the user. Current air purifiers have embedded sensors that monitor the air around themselves, not the user.

Additional value – Being able to monitor the Air quality of different areas in the house. Making the user more informed about their domestic air quality.



USAGE

Air Purifier Unit



Air Quality Monitor



FEATURES

Air Purifier with Titanium Oxide air purification module and Aesthetics in line with the Havells Studio brand.

Interface

- App controlled device
- Hidden display with clean UI
- Filter status indicator
- Smart mode with real time monitoring and fan speed updates

Usability

- Easy Filter replacement
- Integrated wire management
- Docking Remote
- Dimmable night light

Technical

- TiO2 module for destroying organic pollutants.
- 3 Layer Filtration – Pre-filter, HEPA & Carbon
- 400 CADR – Air Delivery rate

FEATURES



Predictive analytics on App



360 degree purification



Wireless charging



Easy filter replacement

4 STEP FILTERATION



TiO₂ module
Bacteria, Viruses & Allergens



Activated Carbon
VOC's, Harmful Gases



HEPA filter
Fine Particulate Matter



Pre filter
Particulate Matter



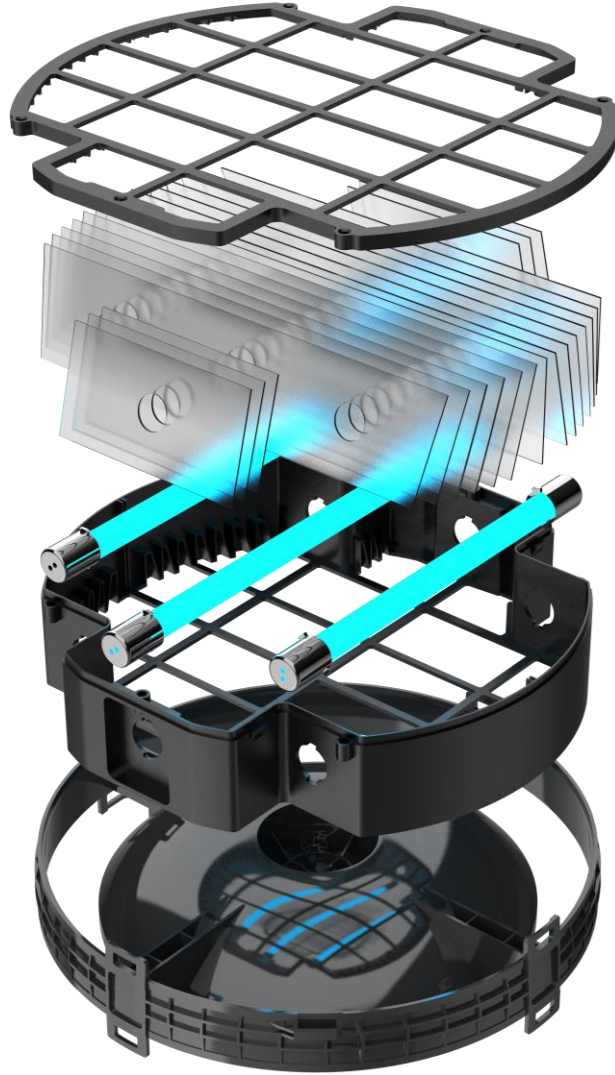
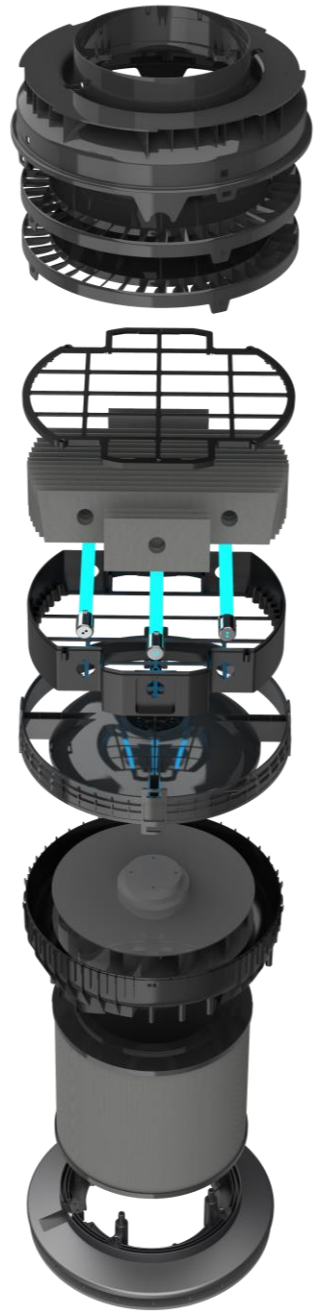
Clean Air flow

Particle break down

VOC removal

Particle capture

360° Air intake





PRICE & CODES

CATEGORY	Material Code	Material Description	MRP	LP
AIR PURIFIER	GHRAPMEE008	MEDITATE AP 400	64,900	62,900

**HAVELLS MEDITATE
THANK YOU!**

