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Turiya Investments, Lok Kavach Healthcare launch AVC tech to protect against COVID-19

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The AVC solution will be rolled out as a B2C product through the brand portal



Delhi-based investment consultancy Turiya Investments with Lok Kavach Healthcare have invented a revolutionary new Anti-Viral Coating (AVC) technology that acts against all harmful microbial activity including the coronavirus, bacterial and fungal spoors. The product has gone through several tests for effectiveness, in European and Indian Labs.

Luke Talwar, CEO, Turiya Investments, remarks, “A lot of R&D has gone into creating an anti-viral coating technology of this standard. The best part of this product, to be marketed as a direct to consumer product initially, through an online portal, is that it is safe for human use. This product starts working with the efficacy of 99.995 per cent within seconds of application and as little as a cap full of the elixir is sufficient to sanitise a surface against microbial activity for weeks.”

Dr JR Rao, a biochemical microbiology scientist, who led a team of scientists and inventors to create AVC, explains, “The quaternary ammonium compounds in our AVC solution when sprayed or used in washing cycles, is permanently attached to textile substrates by ionic interactions between the cationic QUATS and the anionic fibre surface. Anchored to the QUATS, our AVC composites in the elixir synergistically exhibit antimicrobial peptide-like activity to inactivate viral spike proteins.”

The technology will be offered to consumers in the form of a liquid that can be soaked with a cloth to make it resistant to microbial activity. Even hard surfaces like wood, tiles, cement and plastic – to name a few – can be wiped with the liquid to keep it safe against microbes over protracted amounts of time.