

## #startupoftheday 20- Devic Earth

28 September 2021 | Features

### Disruptive green revolutionary technology

**Inception-** 2018

**Location-** Bengaluru

**Domain-** Air pollution

**Founder-** Dr Srikanth Sola, Shivani Sinha Sola and Shaguna Sinha

**Total team strength-** 29

**Total funds raised-** Rs 10 crore

**Investors-** Blue Ashva Sampada Capital Fund

**Revenue generated since inception-** Rs 2.7 crore

### Key Highlights-

- Developed Pure Skies as an air pollution control equipment
- Case studies show that Pure Skies has brought down levels of particulate matter (PM) by 44 per cent at a pharma plant
- Set up its own specialized R&D laboratory at IIT Kanpur
- Plans to expand business to the Middle East, South Asia, the US and Europe
- Won Technovation Award from India Electronics and Semiconductor Association (IESA)
- Available through subscription, on "Clean Air as A Service," the world's first ever subscription to clean air

### Founder Speaks-

*"The market for air pollution control equipment is growing 12% year on year. The traditional drivers for growth include increasingly stringent government regulations and growing awareness about the hazards of air pollution. With the National Clean Air Programme launched by the Government of India, we are looking at the possibility of having air quality monitors being installed across several Indian cities."*

**- Dr Srikanth Sola, Chief Executive Officer, Devic Earth, Bengaluru**

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