



## #startupoftheday 69- Aerion Technology Labs Pvt Ltd

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### **World's first wearable head-mounted air purifier**

**Inception-** 2019

**Location-** US & India (Coimbatore)

**Domain-** Air purification

**Founders-** Mukund Rajukumar (Chief Executive Officer) and Thiyagarajan Jothivelu (Chief Operating Officer)

**Total team strength-** 10

**Total funds raised-** Rs 75 lakhs (from friends and family)

**Investors-** NA

**Revenue generated since inception-** NA

## Key Highlights-

- Developed a wearable active air-purifying face shield that employs a patented reusable filtration technology to reduce the total cost of ownership, thereby making it affordable to the masses.
- Technology is effective against both particulate dust and microbes
- Technology is integrated into a motorcycle helmet for use by the crores of 2-wheeler commuters in India
- Head-mounted air purifier patent filed in US
- To empower at least 1 crore people in the next 5 years to protect themselves from outdoor air pollution and airborne microbes.
- To grow team to 500 members and build 3 manufacturing facilities predominantly in semi-urban and rural areas

## Founder Speaks-

*"We forecast explosive growth in the area of personal air purification and protection over the next few years because of the widespread awakening that COVID-19 has created regarding the huge health risk posed by airborne pathogens. In addition, outdoor air pollution is getting worse every day and causing widespread respiratory illnesses. In India alone, more than 15 million new two-wheelers hit the road every year and there are more than 20 crore 2-wheelers in India. Wearable air purifiers will become ubiquitous in the near future and Aerion is well-poised to tap into this greenfield opportunity with its robust product roadmap."*

**- Mukund Rajukumar, Chief Executive Officer, Aerion Labs, Coimbatore**