



Plant-based air purifier brand UBreathe secures deal of Rs 1.5 Cr

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Taking up marquee projects with offices and private and public schools to reach out to more people and make a bigger impact on on their overall health

UBreathe, a biotech startup that develops plant-based air purifiers, has secured a deal of Rs 1.5 crore from Namita Thapar on the popular television show Shark Tank.

A recent study indicates that an average person in Delhi loses 10 years of life due to air pollution. Sadly, this problem has increased geographically with even states such as Maharashtra and Madhya Pradesh seeing people lose an additional 2.5-3 years of life expectancy. Existing air purifiers not just fail to address the indoor air quality problem holistically, but also have a negative environmental impact.

UBreathe's unique purifiers combine the natural air purifying capabilities of plants with modern technology. Their proprietary design boosts a plant's natural process of removing pollutants from the air with improved soil breathability. Unlike mechanical purifiers that filter only dust pollution and are highly toxic to the environment, their solution captures all the contaminants in the air. The product is tested and certified by NABL Labs and has been reviewed and recommended by faculty of AIIMS Delhi.

The startup's research is backed by premier institutes such as IIT Ropar, CIIE.CO IIM Ahmedabad, Ministry of Electronics & Information Technology (Meity), Biotechnology Industry Research Assistance Council (BIRAC), and the Nexus US Embassy Delhi. The company has filed 6 patents in India and Europe.

Recently, UBreathe has taken on high-profile projects with the goal of making a larger social impact. These projects include air quality management initiatives with the UN House Delhi, the Government of Maharashtra, and public primary schools in Chennai.