

It was a time when all companies were suffering from many setbacks because of the pandemic and that's when an innovative product was launched to tackle the problem of AIR BORNE viruses including Covid family. And the catch here is that it was launched in the record time of 40 days, Pan India...

CASE STUDY- UVHeal SafeAir
(Airific Systems Pvt Ltd)



About Airific Systems Pvt Ltd – UVHeal SafeAir

Airific Systems Pvt. Ltd. is a leading technology developing company – from the promoters of Advant IT Park Pvt Ltd. They are known for delivering products with innovation and utility. Being a leading manufacturer of UV systems in India, they have been experimenting with the ultra-violet disinfection system to ensure safe indoor air. With this aim in mind, they have recently launched '**UVhealSafeAir**' – an ultra-modern 'UV-Based HVAC Air Disinfectant' for central air conditioning systems.

Product - UVHeal SafeAir



Flags Communications Role in The Organization

Flags Communications has been successfully supporting Airific Systems with its Marcom expertise . Being a start up in the B2B domain, it certainly required a lot of ROI driven strategies. Flags was hired to help the company launch its flagship product **“UVHeal SafeAir”**. The product and the concept was totally new to the market . Flags took it as a task in hand and started working on strategies to launch it in the market with a bang and much impact. Services offered by Flags to Airific are:

- **Marketing and Advertising**
- **Digital Marketing**
- **Public Relations**
- **Media Planning**

Initial Brand Challenges

- Planning a launch when everyone was working remotely and with a lot of circumstantial challenges wasn't easy.
- Despite being a need of the hour product for the market, the brand needed to be launched when the whole market was dealing with the negative sentiments and was not really thinking about spending money.
- Few national brands had already launched the similar(yet different) product in the same industry.
- UV Technology was there in the market since long but the Usage like this was unknown
- Presence of unorganized players was affecting the market as they were selling the cheaper quality products at cheaper prices.

How Flags Played/is Playing The Role of A Marcom Agency?

As an integrated MARCOM agency, Flags took upon the complete exercise for Airific Systems—to establish its USP's and its technology supremacy in the market. As the brand was completely new, the brand needed a complete identity with a corporate outlook. The steps followed were:

- Understanding the Technology and exploring the potential market.
- SWOT analysis was carried out to plan the strategies.
- Detailed secondary competitor analysis was done.
- Multiple brainstorming sessions were conducted to understand the market potential and situational challenges
- Entire Brand Identity creation was carried out in close consultation with the top management
- Specific sectors were identified which needed to be targeted.
- Customized marketing and communication strategies were created according to the individual sectors
- Internal and external programs were conceptualized.

B2B Communication

B2B communication is the most important area for any product manufacturer in its respective market, in order to draw the customers towards the brand and its Technology.

- Brand identity was created which was the First step towards the reaching the Goal.



- The tick mark in logo depicted that uv heal is the right choice during such tough times while the dots are a representation of the various safety features and quality standards followed by the brand. Therefore, this logo emerged as a valid representation of the quality and the utility of the product.

BRAND LAUNCH CAMPAIGN: “BREATHE FREE”

- Every Human Being has a right to **breathe in virus free** air and from there we got our brand messaging.
- In this campaign we intended to be consultative. Airific Systems emerged as socially conscious organisation who wants people to understand the importance of Virus free air and accordingly understand the importance of UV Technology.
- UV Heal Safe Air offers UV Technology that can be opted for a safe environment
- BECAUSE EVERYONE DESERVES TO **BREATHE FREE!**
- Later BREATHE FREE campaign was extended to all the media vehicles.
 - Newspaper • Magazine • Social Media • Direct Mailers • E-mailers

UMBRELLA CAMPAIGN

THE TIMES OF INDIA

SGC prefers to make their own Mockups

After seeing what's Online

FIDE ET FIDEST

THE FIGHT AGAINST DEADLY VIRUSES STARTS WITH SAFE BREATHING... & EVERYONE DESERVES TO BREATHE FREE!

UVHeal

Presenting **UVHeal SafeAir***

For Central Air Conditioned Units

Purifies Indoor Air by Removing Deadly Viruses with UVC Light!

For in duct and on coil applications

*Easy to install in your existing air handling units / HVAC systems.

A Must Have Product for:

- Corporate Office
- Shopping Mall
- Restaurants
- Hotels
- Educational Institutions
- Hospitals
- Airports
- Theatres

Enquire Now @ +91 99999 41041, +91 96676 99488

Email - sales@uvheal.in

Corporate Office: BC-6, Ground Floor, Advant Navis Business Park, Sector 142, Noida - 201305

Digital Campaign

- During the first Covid wave, Digital medium gained its peak and it was imperative for us to use that for our marketing activation, Entire Digital marketing strategy was drafted to reach out to the target sectors and potential consumers.
- Strategy Team and Digital Team worked closely on it and found the ways to reach out to the Direct Decision Makers through Digital Medium as the whole world was rolling on DIGITAL.

- **Sector Specific Campaigns** –Flags Team studied each sector specifically and understood their problems and how “UVHeal SafeAir” can solve each problem and then started the **SECTOR SPECIFIC CAMPAIGNS**. Sectors Targeted:

- **Corporates**
- **Hospitals**
- **Hotels**
- **Restaurants**
- **Schools and Colleges**
- **Theaters**

Social Media Campaign – Sector Specific

Corporate Offices

www.uvhealsafeair.com

AIRIFIC

**WORKPLACE
WORRIES AFFECTING
YOUR BUSINESS?**

Presenting

 **UVHeal**

SafeAir* for Central Air Conditioned Units

Make your office virus-free. Let everyone
BREATHE FREE!

Tested with 99.99% Disinfection Efficiency

9999941041 sales@uvheal.in



Shopping Mall

www.uvhealsafeair.com

AIRIFIC

**WORRIED ABOUT
GETTING YOUR
CUSTOMERS BACK ?**

Presenting

 **UVHeal**

SafeAir* for Central Air Conditioned Units

Let Your Customers
BREATHE FREE!

Tested with 99.99% Disinfection Efficiency

9999941041 sales@uvheal.in



Hotel

www.uvhealsafeair.com

AIRIFIC

**PROVIDE YOUR
CUSTOMERS A WARM STAY,
WHILE AVOIDING VIRUS
BORNE DISEASES!**

Presenting

 **UVHeal**

SafeAir* for Central Air Conditioned Units

Let your patrons
BREATHE FREE!

Tested with 99.99% Disinfection Efficiency

9999941041 sales@uvheal.in



Social Media Campaign – Sector Specific

Restaurants

www.uvhealsafeair.com

AIRIFIC

SERVE YOUR CUSTOMERS FOOD, NOT VIRUSES!

Presenting

UVHeal

SafeAir* for Central Air Conditioned Units

Let your customers eat happily & **BREATHE FREE!**

Tested with 99.99% Disinfection Efficiency

9999941041 sales@uvheal.in



Hospitals

www.uvhealsafeair.com

AIRIFIC

DON'T LET THE AIR UNCURE THE CURED

Presenting

UVHeal

SafeAir* for Central Air Conditioned Units

Help people get cured & **BREATHE FREE!**

Tested with 99.99% Disinfection Efficiency

9999941041 sales@uvheal.in



Cinema Hall

www.uvhealsafeair.com

AIRIFIC

NO MORE MATINEE SHOWS FOR DEADLY VIRUSES!

Presenting

UVHeal

SafeAir* for Central Air Conditioned Units

Let people get entertained & **BREATHE FREE!**

Tested with 99.99% Disinfection Efficiency

9999941041 sales@uvheal.in



Social Media Campaign – Sector Specific

Restaurants

www.uvhealsafeair.com

AIRIFIC

SERVE YOUR CUSTOMERS FOOD, NOT VIRUSES!

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9999941041 sales@uvheal.in



Hospitals

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AIRIFIC

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Help people get cured & **BREATHE FREE!**

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Cinema Hall

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Let people get entertained & **BREATHE FREE!**

Tested with 99.99% Disinfection Efficiency

9999941041 sales@uvheal.in



Social Media Campaign

www.uvhealsafeair.com

AIRIFIC

WORK FROM HOME

CANNOT BE A PERMANENT SOLUTION TO PROTECT YOUR EMPLOYEES.

Install

UVHeal SafeAir

For Ducted Central Air Conditioned Unit of your office

Certified by CSIR - CCMB

MADE IN INDIA 100%

9999941041 sales@uvheal.in

AIRIFIC

EMPLOYEES WORK WONDER WHEN THEY BREATHE FREE

Install

UVHeal SafeAir

In your centralised AC system of your premises.

Certified by CSIR - CCMB

MADE IN INDIA 100%

9999941041 sales@uvheal.in

www.uvhealsafeair.com

AIRIFIC

IMMUNITY TO YOUR OFFICE = HEALTH OF YOUR BUSINESS

ENHANCE THE IMMUNITY OF YOUR OFFICE by installing

UVHeal SafeAir

In the centralised AC system of your office to get virus-free air all the time

Certified by CSIR - CCMB

MADE IN INDIA 100%

9999941041 sales@uvheal.in

Social Media Handles

- <https://www.facebook.com/Uvhealsafeair>
- <https://www.instagram.com/uvhealsafeair/>
- <https://www.linkedin.com/company/uvhealsafeair/>
- <https://twitter.com/uvhealsafeair>

Marketing Collaterals

- As a part of marketing activities for the launch, FLAGS created all the strategically required marketing collaterals.
 - Brand Website
 - Direct Mailers
 - Emailers
 - Brochure
 - Sector Specific brochure

UV Air Disinfection | Ultraviolet X


https://uvhealsafeair.com

UVHeal

HOME ABOUT US PRODUCTS NEWS & MEDIA FAQ RESOURCES

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IS THE AIR IN YOUR HOSPITAL "UNCURING" THE CURED?

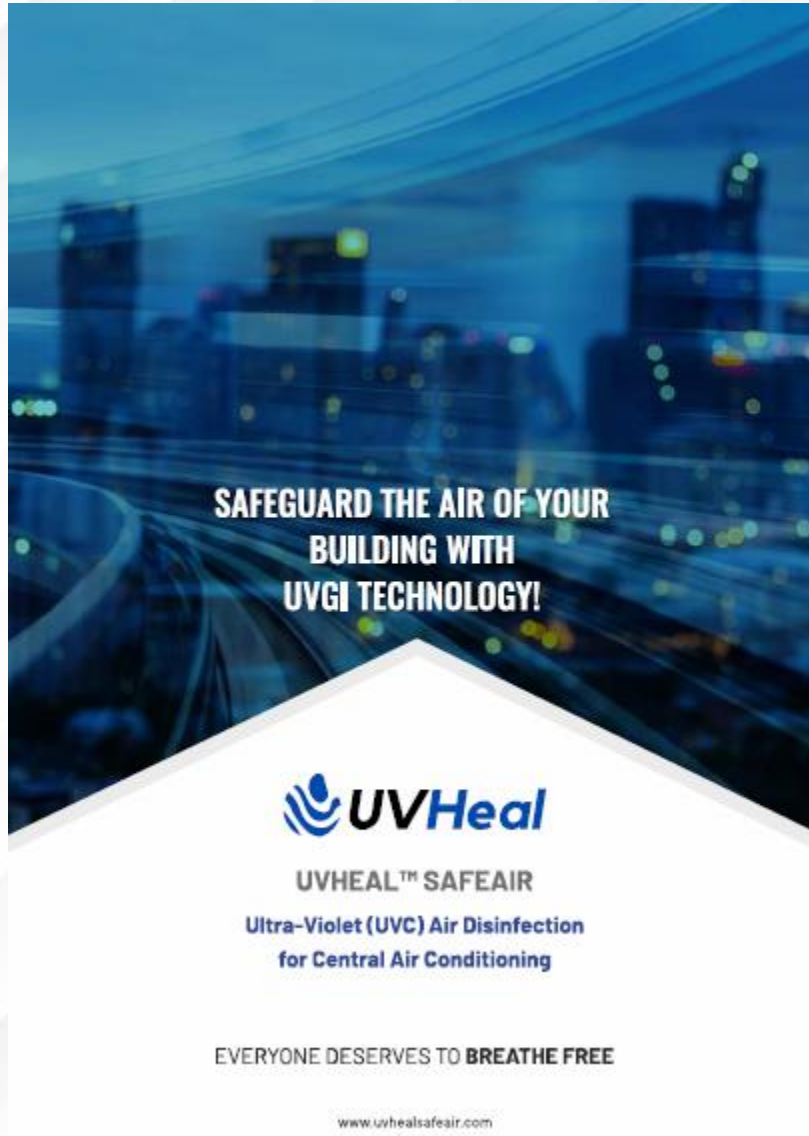


Help people get cured &
BREATHE FREE!

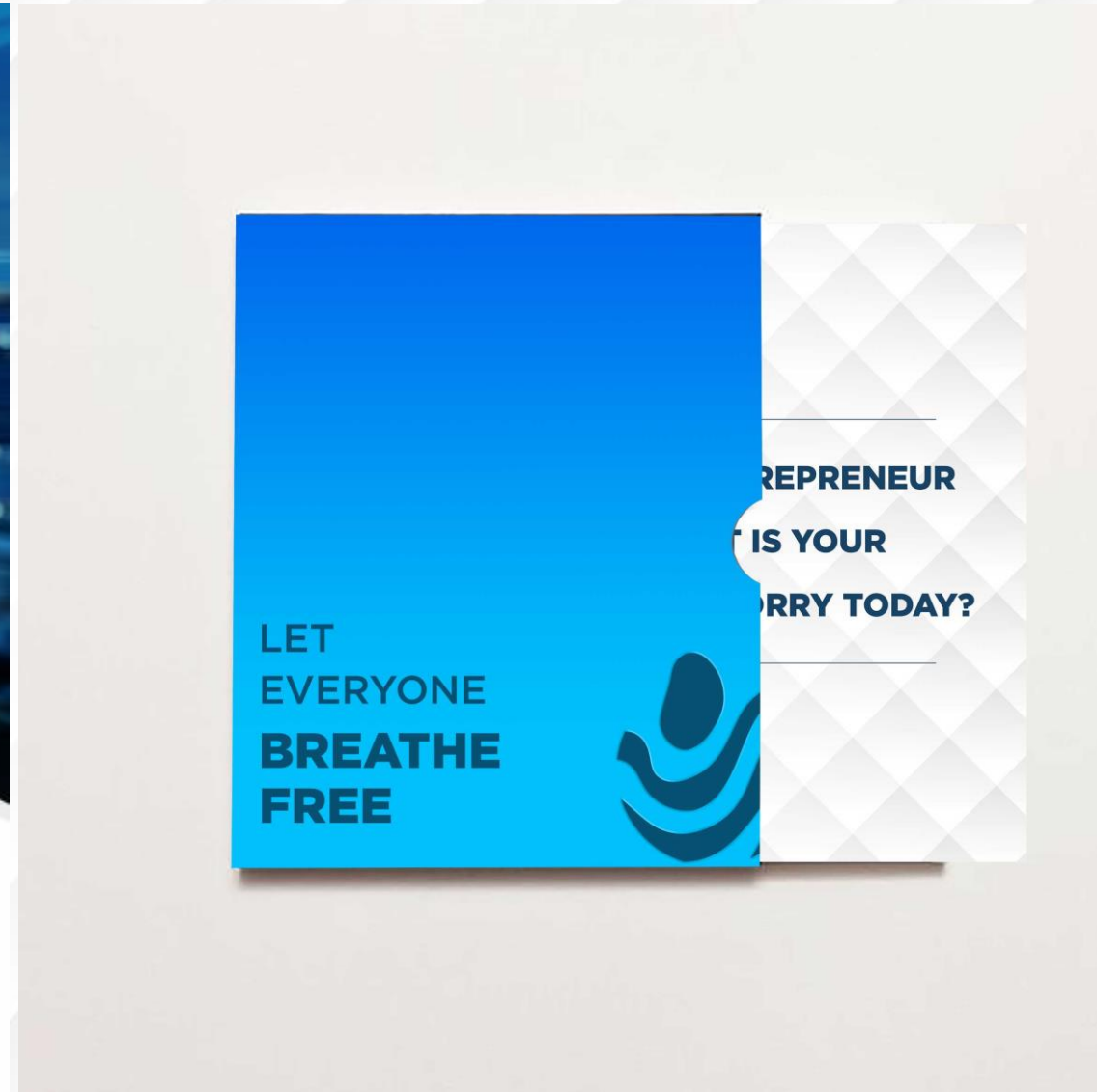
Enquire Now

Windows taskbar icons: File Explorer, Microsoft Edge, Google Chrome, Microsoft Word, PowerPoint, and system tray showing 2:59 PM on 10-12-2020.

Product Brochure



Direct Mailers



Sector Specific E-Mailers

Corporate Offices

www.uvhealsafeair.com

ARE YOU SURE YOU ARE PROVIDING A VIRUS-FREE ENVIRONMENT TO YOUR EMPLOYEES?

Is the air in your office **virus free!**



Presenting  

UVHeal SafeAir* – An Air Disinfectant for your indoor environment. Purifies Indoor Air by Removing Deadly Viruses with UVC Light!

*Easy to install in your existing air handling units.

Corporate Offices

Shopping Malls

Restaurants

Hotels


Schools & Colleges

Hospitals

Airports


BECAUSE EVERYONE DESERVES TO **BREATHE FREE**



Shopping Malls

www.uvhealsafeair.com

WORRIED ABOUT GETTING YOUR CUSTOMERS BACK?


Is the air in your mall **virus free!**





Presenting  


UVHeal SafeAir* – An Air Disinfectant for your indoor environment. Purifies Indoor Air by Removing Deadly Viruses with UVC Light!


*Easy to install in your existing air handling units.


Corporate Offices


Shopping Malls

Restaurants

Hotels

Schools & Colleges

Hospitals

Airports

BECAUSE EVERYONE DESERVES TO **BREATHE FREE**

Airports

www.uvhealsafeair.com

ARE YOU ALLOWING DEADLY VIRUS TO CHECK IN?

Is the air in your airport **virus free!**



Presenting  

UVHeal SafeAir* – An Air Disinfectant for your indoor environment. Purifies Indoor Air by Removing Deadly Viruses with UVC Light!

*Easy to install in your existing air handling units.

Corporate Offices

Shopping Malls

Restaurants

Hotels

Schools & Colleges


Hospitals

Airports

BECAUSE EVERYONE DESERVES TO **BREATHE FREE**


Sector Specific E-Mailers



Hospitals

 www.uvhealsafeair.com








**IS THE AIR IN YOUR HOSPITAL
"UNCURING" THE CURED?**

Is the air in your hospital **virus free!**



Presenting
 **UVHeal** 

UVHeal SafeAir* – An Air Disinfectant for your indoor environment.
Purifies Indoor Air by Removing Deadly Viruses with UVC Light!
*Easy to install in your existing air handling units.

 Corporate Offices  Shopping Malls  Restaurants  Hotels  Schools & Colleges  Hospitals  Airports

BECAUSE EVERYONE DESERVES TO **BREATH FREE**

Detailed Sector Specific E-Mailers

www.uvhealsafeair.com

WORRIED ABOUT GETTING YOUR CUSTOMERS BACK?

Is the air in your theatre **virus free!**



Presenting



UVHeal SafeAir* – An Air Disinfectant for your indoor environment.
Purifies Indoor Air by Removing Deadly Viruses with UVC Light!

*Easy to install in your existing air handling units.


Corporate Offices


Shopping Malls


Restaurants


Hotels


Schools & Colleges


Hospitals


Airports

FEATURES:

- Application of UV technology to disinfect air within seconds
- Smart controller with integrated sensors
- Integration with existing BMS
- Scheduling of UVHealTM SafeAir can be done to match AHU operations
- In-built safety features such as automatic closure

- No use of chemicals
- Simple installation
- Customizable
- Low maintenance
- Low operating costs
- Energy efficient
- Improves the quality of indoor air

Show Your Interest

BECAUSE EVERYONE DESERVES TO **BREATH FREE**

Enquire Now @ xxxxxxxxxx | Email - sales@advantindia.com



PR

- Flags PR team has been doing a great job of elevating the brand image through its widespread editorial activation. Our Scope included:
- Brand Launch at Pan India Platform
- Product Placements in Print and Digital Media
- Spokesperson profiling
- Business Stories
- Authored Articles
- Brand Profiling
- Industry story participation

Coverage Links

Publication	Link
Times of India	https://timesofindia.indiatimes.com/gadgets-news/airific-systems-launches-uv-based-air-disinfectant-for-air-conditioning-systems/articleshow/77461626.cms
Gadgets Now	https://www.gadgetsnow.com/tech-news/airific-systems-launches-uv-based-air-disinfectant-for-air-conditioning-systems/articleshow/77461630.cms?utm_source=toiweb&utm_medium=referral&utm_campaign=toiweb_hptopnav
Express Healthcare	https://www.expresshealthcare.in/trade-trends/airific-systems-introduces-uv-heal-safeair-to-break-spread-of-airborne-diseases-including-covid-19/424029/
CXO Outlook	https://www.cxooutlook.com/tech-start-up-airific-systems-introduces-uv-heal-safeair-to-break-the-spread-of-airborne-diseases-including-viruses-such-as-covid-19/
Only My Health	https://www.onlymyhealth.com/ndian-tech-company-made-device-uvheal-safeair-to-kill-coronavirus-and-other-germs-bacteria-in-closed-spaces-in-hindi-1602561488

Coverage Links

Publication	Link
Indianweb2	https://www.indianweb2.com/2020/10/airific-systems-introduces-uv-heal.html
Daily Hunt	https://m.dailyhunt.in/news/india/english/indian+web2+english-epaper-indianwb/airific+systems+introduces+uv+heal+safeair+to+break+the+spread+of+airborne+diseases+including+viruses+such+as+covid+19-newsid-n221375404
The Machinist	https://www.themachinist.in/worldwidemedia/news/6668/airific-systems-brings-uv-disinfectant
Financial Express	https://www.financialexpress.com/lifestyle/health/coronavirus-delhi-based-startup-comes-up-with-air-disinfectant-that-claims-to-break-spread-of-covid-19/2136222/
Zee News	https://www.zeebiz.com/hindi/technology/airific-systems-launches-uvheal-safeair-uv-based-air-disinfection-38528

Coverage Appeared

THE TIMES OF INDIA
GADGETS NEWS

FLAGS
MARCH AHEAD...
flagscom.in

**MARKETING is not our
It's our Passion**
PKD Nambiar MD & CEO (Chief Marketing St

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NEWS / TECH / AIRIFIC SYSTEMS LAUNCHES UV-BASED AIR DISINFECTANT FOR AIR CONDITIONING SYSTEMS

TOP SEARCHES: Flipkart App Quiz Amazon App Quiz Facebook Hidden Apps Trusted Contacts App

Airific Systems launches UV-based air disinfectant for air conditioning systems

TIMESOFINDIA.COM | Aug 10, 2020, 15:56 IST



NEW DELHI: Tech startup Airific Systems has launched UVHeal SafeAir, a UV-based HVAC Air Disinfectant' for central air conditioning systems. The company claims that UVHeal SafeAir helps in controlling the spread of airborne viruses such as COVID-19.

UVHeal SafeAir uses the proven UVGI (ultraviolet germicidal irradiation) technology to disinfect the circulated air by destroying the

EXPRESS HEALTHCARE

Surface Air System (SAS) monitor
A complete system for monitoring and controlling indoor air quality

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Home » Trade & Trends » Airific Systems Introduces UV Heal SafeAir to break spread of airborne diseases including COVID-19

Airific Systems introduces UV Heal SafeAir to break spread of airborne diseases including COVID-19

By: IIT News Bureau — Aug 9, 2020

TRADE & TRENDS INFECTION CONTROL NEWS



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As the world is going through the worst ever public health crisis, multiple challenges are cropping up with infections taking place from viruses. Many of these viral infections are proven to be airborne. Experts, scientists and ASHRAE claim that viruses like COVID-19 can easily spread through indoor air circulation systems, which means that a single infected person can trigger the infection to countless others.

To overcome this biggest challenge of the pandemic, Airific Systems, a Delhi-based tech start-up, has introduced 'UVHeal SafeAir' – an ultra-modern UV-based HVAC Air disinfectant' for central air conditioning systems to break the spread of airborne diseases.

Coverage Appeared


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INSIGHTS. IDEAS. INSPIRATIONS

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Tech start-up Airific Systems introduces UV Heal SafeAir to break the spread of airborne diseases including viruses such as COVID-19

October 12, 2020
Editorial Team



As the world is going through the worst ever public health crisis, multiple challenges are cropping up with infections taking place from viruses. Many of these viral infections are proven to be airborne. Experts, scientists and ASHRAE claim that viruses like COVID-19 can easily spread through indoor air circulation systems, which means that a single infected person can trigger the infection to countless others. To overcome this biggest challenge of the pandemic, Airific Systems Pvt. Ltd., a Delhi-based tech start-up, has introduced 'UVHeal SafeAir' - an ultra-modern 'UV-Based HVAC Air Disinfectant' for central air conditioning systems to break the spread of airborne diseases.

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Airific Systems launches UV-based air disinfectant for air conditioning systems

TIMESOFINDIA.COM | Aug 10, 2020, 03:56PM IST



NEW DELHI: Tech startup [Airific Systems](#) has launched UVHeal SafeAir, a UV-based HVAC Air Disinfectant for central air conditioning systems. The company claims that [UVHeal SafeAir](#) helps in controlling the spread of airborne viruses such as COVID-19.

UVHeal SafeAir uses the proven UVGI (ultraviolet germicidal irradiation) technology to disinfect the circulated air by destroying the DNA or RNA of the dangerous viruses and bacteria. The company claims that the device is suitable to be used in all the public places equipped with central air conditioning systems like airports, hospitals, theatres, hotels, offices, schools, colleges, restaurants, and even industrial areas.



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PROMOTED DEALS
 Spin and Win 15 Lakh.
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Onlymyhealth MENU स्वास्थ्य और बीमारियाँ डाइट और फिटनेस ग्रूमिंग टिप्स गर्भावस्था और परवरिश रिलेशनशिप

मिलेगी मदद

Updated at: Oct 13, 2020



हवा में मौजूद कोरोना वायरस को खत्म करेगा ये डिवाइस

वैज्ञानिकों के अनुसार बंद जगहों पर कोरोना फैलने का खतरा ज्यादा होता है। इस डिवाइस से बंद जगहों पर कोरोना वायरस को फैलने से पहले से ही रोका जा सकेगा।...

पूरी दुनिया इस समय कोरोना वायरस जैसी वैश्विक महामारी के स्वास्थ्य संकट से गुजर रही है। दुनिया के लगभग सभी देशों ने वायरस को रोकने के तमाम उपाय अपनाए। भारत में भी कई महीनों तक लॉकडाउन की स्थिति बनी रही और अंततः जब वायरस को नहीं रोका जा सका, तो धीरे-धीरे लॉकडाउन खोला जाने लगा। कई अध्ययन ये पहले ही बता चुके हैं कि कोरोना वायरस के फैलने का सबसे ज्यादा खतरा बंद जगहों पर है। ऐसे में बस, ट्रेन, ऑफिस, घर, मॉल्स आदि जहां भी कोई कोरोना संक्रमित व्यक्ति है, वो अपने आसपास के लोगों में वायरस फैला सकता है। कहते हैं आवश्यकता ही आविष्कार की जननी होती है। यही कारण है कि दिल्ली की टेक कंपनी ने एक ऐसा एयर प्यूरिफायर डिवाइस बनाया है, जो हवा में मौजूद कोरोना वायरस सहित दूसरी बीमारियां फैलाने वाले जर्म, बैक्टीरिया और वायरस

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Home \ Innovation \ Airific Systems...

Airific Systems brings UV based disinfectant

By Niranjan Mudholkar, Added 12 August 2020

Developing a real-time analysis software that will integrate with a mobile app

Print



UVHeal SafeAir uses the proven UVGI (ultraviolet germicidal irradiation) technology to disinfect the circulated air by destroying the DNA or RNA of the dangerous viruses & bacteria present

Airific Systems Pvt. Ltd., a Delhi-based tech start-up, has introduced 'UVHeal SafeAir' – an ultra-modern 'UV-Based HVAC Air Disinfectant' for central air conditioning systems to break the spread of airborne diseases. UVHeal SafeAir uses the proven UVGI (ultraviolet germicidal irradiation) technology to disinfect the circulated air by destroying the DNA or RNA of the dangerous viruses & bacteria present and hence stopping these airborne pathogens from replicating– right at the point from where the air is supplied to any premises. The product is suitable to be used in all the public places equipped with central air conditioning systems like airports, hospitals, theatres, hotels, offices, schools & colleges, restaurants, and even industrial areas. The International Ultraviolet Association (IUVA) & ASHRAE has also suggested that UVC disinfection technology can efficiently combat the viruses responsible for causing epidemics like COVID-19, SARS COV-1, SARS COV-2

Related articles

- Keihin, Nissin Kogyo, Showa & Hitachi

Coverage Appeared



Airific Systems Introduces UV Heal SafeAir to Break the spread of Airborne diseases including viruses such as COVID-19.



UVHeal SafeAir has the capability to provide virus-free air which includes viruses such as COVID-19

100% Made in India, gives a strong voice to the 'AtmaNirbhar Bharat' movement

Kills 90-99% viruses, bacteria, yeast and mold (fungi) within seconds

No chemical added for disinfection; No Ozone created

Improves indoor air quality & Energy-saving

Developing a real-time analysis software that will integrate with a mobile app

As the world is going through the worst ever public health crisis, multiple challenges are cropping up with infections taking place from viruses. Many of these viral infections are proven

Safeguard your indoor spaces with UV Light HVAC Air Disinfectant



Ankit Sharma- Director
Airific Systems Pvt. Ltd.

HOW TO SAFEGUARD INDOOR AND PUBLIC PLACES WITH DEVICES AND TECHNOLOGY THAT CAN CLEAN AND DISINFECT THE AIR?

Many technologies are coming into the market to safeguard indoor and public places with devices and technology that can clean and disinfect the air. Many such devices and technologies are now being used to sterilize air and surfaces. With the mounting evidence that the coronavirus can spread through the air. This has opened up the market for devices and technologies that can clean and disinfect the air in preventing the spread of SARS-CoV-2 that causes COVID-19. To overcome this biggest challenge of the pandemic, we at Airific Systems Pvt. Ltd., have introduced 'UVHeal SafeAir' - an ultra-modern 'UV-Based HVAC Air Disinfectant' for central air conditioning systems to break the spread of airborne diseases. UV Heal Safeair is India's first UVGI System tested and certified by ICMR-CSIR, Virology Lab (CCMB) for 99% disinfection for SARS-CoV-2 that causes COVID-19.

About Airific Systems Pvt. Ltd: Airific Systems Pvt. Ltd. is an innovative tech start-up - from the promoters of Advant IT Park Pvt Ltd. The company has been involved with several energy-saving assignments and has been rigorously experimenting over the ultra-violet disinfection system for a while now. The company, in collaboration with IoTation Ecotech Pvt. Ltd., designs and develops innovative and intelligent building and energy management solutions. The company strives to create a safer, efficient, and more productive community for all.

Q How it is effective in current situations.

As the world is going through the worst ever public health crisis, multiple challenges are cropping up with infections taking place from viruses. In current situations, UV Heal is helping to disinfect the circulated air by destroying the DNA or RNA of the dangerous viruses & bacteria present and hence stopping these airborne pathogens from replicating-right at the point from where the air is supplied to any premises. The product is suitable for all public places equipped with central air conditioning systems like airports, hospitals, theatres, hotels, offices, schools & colleges, restaurants, and even industrial areas.

Q What is the product USP and advantage.

- UVHeal SafeAir has the capability to provide virus-free air which includes viruses such as COVID-19
- 100% Made in India, gives a strong voice to the 'AtmaNirbhar Bharat' movement
- Kills 90-99% of viruses, bacteria, yeast, and mold (fungi) within seconds
- No chemical added for disinfection; No Ozone created
- Improves indoor air quality & Energy-saving
- Developing a real-time analysis software that will integrate with a mobile app



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वीट करंट अयने पसंदीदा गेजेंट को
जिते 30 लाख * के इनाम

वीट करंट

होम > अप्रिल 2020

मॉल, होटल या रेस्टोरेंट में नहीं होगा कोरोना का खतरा, UVHeal SafeAir से शुद्ध होगी हवा

Airkirc Systems ने सेंट्रल एयर कूलिंग सिस्टम में हवा को बैक्टीरिया मुक्त करने के लिए एयर फ्यूरीफायर तैयार किया है।

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कोरोना वायरस महामारी (COVID-19 pandemic) का कहर लगातार बढ़ता जा रहा है, जब तक इस महामारी का कोई कारण टिका नहीं आ जाता है, सरकार लोगों में जागरूकता फैला कर इस संक्रमण से दूर रहने की लगातार अपील कर रही है।

कोरोना के फैलाव को रोकने के लिए तमाम उपायों में सार्वजनिक स्थल जैसे रेस्टोरेंट, ऑफिस, सिनेमा हॉल आदि में सेंट्रल एयर कूलिंग सिस्टम का इस्तेमाल करने पर प्रतिबंध है, संक्रमण के शुरूआती दिनों में ही एकस्पर्ट ने बताया था कि सेंट्रल एयर कूलिंग सिस्टम से कोरोनाव्हायरस के फैलने का खतरा है।

* Google के दिखाए जा रहे विज्ञापन

घर विक्रयन देखना बंद करें

घर विक्रयन क्यों? <>

लेकिन महानगरों के चर्चिंग क्लबर में सेंट्रल एयर कूलिंग सिस्टम के बिना काम करना भी असान नहीं है, लेकिन इन समस्या का भी समाधान खोज लिया गया है।

पूरीहील सेफ़एयर (UVHeal SafeAir)

आल्मनिभेर भारता के लहत एक स्टार्टअप एयर्रोफिक सिस्टम प्राइवेट लिमिटेड (Airkirc Systems Pvt.) ने सेंट्रल एयर कूलिंग सिस्टम में हवा को बैक्टीरिया मुक्त करने के लिए खास तरह का एयर फ्यूरीफायर तैयार किया है, इस एयर फ्यूरीफायर को पूरीहील सेफ़एयर (UVHeal SafeAir) नाम दिया गया है।

UVHeal SafeAir एक डिवाइस है जिससे सेंट्रल एयर कूलिंग सिस्टम से आने वाली हवा को सुरक्षित बनाया जा सकता है, इस डिवाइस से हवा में मौजूद जीरापु नष्ट हो जाते हैं।

एयर कूलिंग सिस्टम की हवा होगी शुद्ध (Virus Free Air)

Airkirc के डायरेक्टर अश्विन शर्मा ने बताया कि ऑफिस, रेस्टोरेंट या मल्टीप्लेक्स में लगने वाले एयर कूलिंग सिस्टम से कोरोना वायरस के फैलने का खतरा ज्यादा रहता है, इसलिए एयर कूलिंग सिस्टम की हवा को शुद्ध करने के मकसद से यह डिवाइस बनाई गई है।

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Coronavirus: Delhi-based startup comes up with air disinfectant that claims to break spread of Covid-19

By: Deepa Bhatia | New Delhi | Updated: Nov 23, 2020 3:44 PM

Coronavirus Covid-19 update: The International Ultraviolet Association (IUA) and American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) has also suggested that UV-C disinfection technology can efficiently combat the viruses such as SARS COV-1, SARS COV-2, Middle East respiratory syndrome coronavirus (MERS-CoV), etc.

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UV Heal SafeAir, manufactured by Delhi-based Airific Systems Pvt. Ltd, reportedly has the capability to provide virus-free air which includes viruses such as Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2).

Several experts, scientists around the world have claimed that viruses like SARS-CoV-2, which causes COVID-19, can easily spread through indoor air circulation systems. In order to disinfect the indoor air, a Delhi-based tech start-up has introduced "UV Heal SafeAir" – an ultra-modern "UV-Based HVAC Air Disinfectant" for central air conditioning systems and claimed to break the spread of airborne diseases.

UV Heal SafeAir, manufactured by Delhi-based Airific Systems Pvt. Ltd, reportedly has the capability to provide virus-free air which includes viruses such as Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). It kills 90 per cent to 99 per cent viruses, bacteria, yeast and mold (fungi) within seconds without requiring chemical and creating Ozone, the company claimed. The firm is developing a real-time analysis software that will integrate with a mobile app.

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UV Heal SafeAir uses the proven UVGI (ultraviolet germicidal irradiation) technology to disinfect the circulated air by destroying the Deoxyribonucleic acid (DNA) or Ribonucleic acid (RNA) of the dangerous viruses and bacteria present and hence stopping these airborne pathogens from replicating– right at the point from where the air is supplied to any premises. The product is suitable to be used

Interview of Mr. Ankit Sharma, Director, Airific Systems

Publication- Zee Business

Link- <https://www.zeebiz.com/hindi/technology/airific-systems-launches-uvheal-safeair-uv-based-air-disinfection-38528>

Publication- BisInfotech Magazine

Link- <https://www.itvoice.in/mr-ankit-sharma-director-airific-systems-introduces-uv-heal-safeair-to-break-the-spread-of-airborne-diseases-including-viruses-such-as-covid-19>

Publication- IT Voice

Link- <https://www.itvoice.in/mr-ankit-sharma-director-airific-systems-introduces-uv-heal-safeair-to-break-the-spread-of-airborne-diseases-including-viruses-such-as-covid-19?>

Publication- Tech Street Now

Link- <https://ww86017/w.thetechstreetnow.com/regional/mr-ankit-sharma-director-airific-systems-introduces-uv-heal-safeair-to-break-the-spread-of-airborne-diseases-including-viruses-such-as-covid-19/15310168093769686017/153101680937696>

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सोशल-टैक

मॉल, होटल या रेस्टोरेंट में नहीं होगा कोरोना का खतरा, UVHeal SafeAir से शुद्ध होगी हवा

Airific Systems ने सेंट्रल एयर कूलिंग सिस्टम में हवा को बैक्टीरिया मुक्त करने के लिए एयर प्यूरीफायर तैयार किया है.

कोरोना वायरस महामारी (COVID-19 pandemic) का कहर लगातार बढ़ता जा रहा है. जब तक इस महामारी का कोई कारगर टीका नहीं आ जाता है, सरकार लोगों में जागरूकता फैला कर इस संक्रमण से दूर रहने की लगातार अपील कर रही है.

कोरोना के फैलाव को रोकने के लिए तमाम उपायों में सार्वजनिक स्थल जैसे रेस्टोरेंट, ऑफिस, सिनेमा हॉल आदि में सेंट्रल एयर कूलिंग सिस्टम का इस्तेमाल करने पर प्रतिबंध है. संक्रमण के शुरुआती दिनों में ही एक्सपर्ट ने चेताया था कि सेंट्रल एयर कूलिंग सिस्टम से कोरोनावायरस के फैलने का खतरा है.

लेकिन महानगरों के वर्किंग कल्चर में सेंट्रल एयर कूलिंग सिस्टम के बिना काम करना भी आसान नहीं है. लेकिन इस समस्या का भी समाधान खोज लिया गया है.

यूवीहील सेफएयर (UVHeal SafeAir)

आत्मनिर्भर भारत के तहत एक स्टार्टअप एयरीफिक सिस्टम प्राइवेट लिमिटेड (Airific Systems Pvt) ने सेंट्रल एयर कूलिंग सिस्टम में हवा को बैक्टीरिया मुक्त करने के लिए खास तरह का एयर प्यूरीफायर तैयार किया है. इस एयर प्यूरीफायर को 'यूवीहील सेफएयर' (UVHeal SafeAir) नाम दिया गया है.

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UVHeal SafeAir एक डिवाइस है जिससे सेंट्रल एयर कूलिंग सिस्टम से आने वाली हवा को सुरक्षित बनाया जा सकता है. इस डिवाइस से हवा में मौजूद कीटाणु नष्ट हो जाते हैं.

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We Want to Make India Safer Place to Work or Live in

Nitisha Dubey · November 10, 2020

5 minutes read

TECHNOVATOR

Ankit Sharma

Director, Airific Systems

The condition of air worsening day by day and it is nowhere less harmful than covid19 pandemic. According to Air Quality Index capital pollution in the capital has broken all records. So, considering such issues, there are numbers of companies which makes air purifier and other equipments so that we can stay at home with all precautions and safety. Airific Systems Pvt Ltd is one of them, it has recently launched UVHeal SafeAir, which provides provides a range of Industrial Ultraviolet Disinfection Systems that prevent the spread of airborne bacteria, viruses and mold within public areas. Public places like

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Mr. Ankit Sharma, Director, Airific Systems introduces UV Heal SafeAir- to break the spread of airborne diseases including viruses such as COVID-19

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IT Voice-Please highlight your plans for the Indian market?

Mr. Ankit Sharma-There's a long way to go, we've only gotten started. UVHeal is an important product for us, and we will keep trying to bring in new technology to UVHeal SAFE AIR. We also have something very cool and interesting coming up for people at home. Very soon you will be able to breathe safe air at your homes too, and we hope to bring you this technology within the next few months.

IT Voice-What kind of value do you provide to your customer with your solutions?

Mr. Ankit Sharma-UVHeal Safe Air uses UVGI technology to disinfect the air in the centralized Air Conditioning / HVAC systems. The product once installed is said to kill viruses of airborne disease such as covid-19 and other harmful microorganisms and bacteria's which in turn keeps the health of the occupants safe. Did you know that there is a term that coined in the US called "Sick Building"? this is a term that has been coined over and over again over the last several years. The reason for buildings being termed as "sick" is the bad quality of air circulation. Mold and fungi accumulation are common themes in Air Circulation units, and many people are allergic to such exposure. Therefore UVGI technology has been used extensively to eradicate these kinds of problems, and it is my goal to bring the same to India.

IT Voice-What are the sectors you're targeting in India?

Mr. Ankit Sharma-In India, we are targeting a large number of sectors such as hospitals, hotels, malls, large commercial complexes, and public places. UV Heal Safe Air can easily be installed in the HVAC systems of any property without any modifications. In the current scenario, the majority of firms are steadily resuming operations, we cater to the likes of everyone who is looking to create a healthy atmosphere in their organizations.

IT Voice-What are the Challenges and disruption in India for UV Heal?

Mr. Ankit Sharma-Covid has been harsh for everyone. Across industries, we've been able to see the turmoil. Being initiated during the Covid, the journey began with a few hiccups but with god's grace, things are pretty stable now. As more awareness about the UVGI technology and how important it is to breathe fresh and clean air is inhibited amongst the consumers we're looking forward to further expand our Portfolio.

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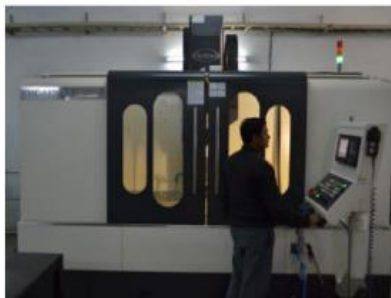
THE QUEST FOR TERRIFIC AIR!

A company active in the real estate business was looking for an air disinfection system to be deployed in its campuses. When it could not find an appropriate solution in India, it decided to develop and manufacture the system on its own. **Ankit Sharma**,

Director, Airific Systems Pvt. Ltd. shares the journey with The Machinist

What was the motivation behind this start-up and how has been the journey since then?

Well, to answer this question, I would need to go even further back. I am an engineer, by education, from The University of Texas at Austin, and therefore as you can imagine technology has always been at the forefront of what I decide to do. We, as a family, have other businesses in the commercial real estate field, and we also develop and market building and energy management systems. Advant Navis Business Park, one of our campuses present in sector 142, Noida, has always been ahead of time with the technology deployed within the campus. UVGI systems for air disinfection is something we always discussed as a company to implement within our campuses, but for one reason or the other, it never came to fruit, until COVID-19 struck. It quickly became apparent how important it is to disinfect the air that we breathe in indoor environments, and unfortunately (or fortunately for me) there were no organized players here in India that developed such systems, and the ones abroad were too busy with their own internal requirements. It was then that we decided that we will manufacture our own systems, develop our own design software, and provide clean air to as many people as we can, because everyone deserves to



breathe free and I must say it has been a fun journey ever since!

Airific is a rather 'different' name. What does it mean and what is its genesis?

I quite like the name Airific. It is actually a combination of two words, the word 'Air' and the word 'terrific', and I think that's the end goal for us, we want to provide 'terrific air' quality to everyone, therefore I think the name is quite apt.

Tell us something about your R&D activities.

Through many iterations, and long hours spent in the office and at our manufacturing facilities, we have finally come up with what we believe as the perfect technology to deal with the issues that we see today. There are two ends to this product, and without one joining the other, the process of getting the correct solution to our clients fails. The first component is obviously getting the right hardware setup. It was very important to realise that we must design a system that we can mass produce. One whose production can be scaled up several notches if required, and in that capacity we were able to create a modular design that requires very lit-



"Covid-19 has been tough on everyone personally and professionally. But, if you see with every crisis, new businesses emerge, and go on to do big things! I guess I am holding on to that glimmer of light, and hoping that the situation resolves soon!"

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START-UP ZONE | 39 | THE MACHINIST - September 2020

tle customisation that allows us to provide quick delivery times to our customers, and reduces the overall cost as well. The second component is software. It is one thing placing a UV lamp in a duct and hoping that you kill the pathogens present in the duct, for that I might not have even needed to create this product! But, to get the right output, it is very important that such and every system is designed on the basis of each and every location. We have developed a software that takes in various input parameters in a 3D format, and on the basis of these input parameters, we are able to determine the number of lamps required to achieve 99 percent disinfection of certain viruses, bacteria, etc. in the air. The software also creates an intensity map, and portrays the kill percentage of various types of pathogens present in the air at different locations!



to eradicate these types of problems, and it is my goal to bring the same to India.

How does this innovation work and has it been certified by the relevant authorities in India?

The name of the product we are promoting at the moment is called UVHeal SafeAir. It is an in-duct disinfectant for continuous air supply for central air conditioning systems. The modular design of this product allows you to get the best solution for your requirements. Each and every system is designed using CFD (Computational fluid dynamics), and designed on the basis of exposure time, and UV dosage required to disinfect a particular pathogen. Air disinfection takes place through the air being forced by natural convection into the irradiated region of a UV disinfection device. The air then passes through the UV rays from the germicidal lamps within the UVHeal SafeAir system. The UV rays render the airborne microorganisms, such as viruses, bacteria, yeasts and fungi, inactive by disrupting their cellular membranes and by damaging their DNA or RNA. This technology provides a range of Industrial Ultraviolet Disinfection Systems that prevent the spread of airborne bacteria, viruses and mould within public areas. Public places like airports, hotels, corporate offices, hospitals, movie theatres etc. admit not only thousands of people on a daily basis but also several airborne microorganisms.

We were recently accredited by the Sitaram Foundation of Research to be 99.9 percent effective in the disinfection of various types of microorganisms present in the air.

What's the way ahead for Airific from here on?

There's a long way to go, we have only gotten started. UVHeal SafeAir is an important product for us, and we will keep trying to bring in new technology to it. We also have something very cool and interesting coming up for people at homes. Very soon you will be able to breathe safe air at your homes too, and we hope to bring you this technology within the coming days! 🌞

www.themachinist.in

THE KIND OF PLACEMENT WE GOT FOR THE BRAND SPEAKS AT LENGTH ABOUT OUR PR SUCCESS AND THE CHERRY ON THE CAKE IS THE ORGANIC AWARD FROM ECONOMIC TIMES WHICH WE GOT WITHIN 6 MONTHS OF LAUNCH



THANK YOU
The Machinist

For 'Excellence in Covid-19 Innovation'

AWARD!



Achievement/ Success Story

- The product launch happened in just 2 month with all the strategies , positioning and communication plan .
- In just 2 months of launch , Airific was able to achieve which normally any startup takes at least 8 to 12 months . We were able to establish our name in the market and sales started coming in
- UV Heal was the need of the hour product and we pitched it just right in the market.
- Even in the worst situations, we ensured the work doesn't stop as time was of essence in this product
- All the marketing efforts reflected well on brands ROI



Ankit Sharma
Director

Flags had been our obvious choice when we decided to launch UV heal. The way they handled everything despite the tough lockdown situation is commendable. It was a seamless remote working experience. We bank on them for ROI driven marketing solution.

FLAGS COMMUNICATIONS is proud to be the part of UV Heal from day one. And is happy that it could help launch a product which can be of great help fighting the deadliest pandemic of all times.

THANK YOU

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