

Delhi: Demand for purifiers shoots as air quality drops

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New Delhi: Demand for air purifiers is on fire in Delhi-NCR area and also in other top cities such as Bangalore and Mumbai as air quality deteriorates with the onset of winter. With cases of smog and pollution worsening across the impacted areas and spreading further, the sale of air purifiers has been going up, with instances of multiple devices across many homes.

Lockdown that followed coronavirus outbreak has intensified the demand for air purifiers. And, the demand is moving up across price points. While entry devices cost under 10,000, the premium and high-technology ones sold by companies such as Dyson coming for over 50,000 (top versions).

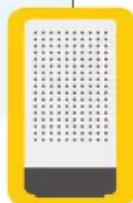
“At Panasonic, we have seen a 5X increase in the sale of our air purifiers, which also help inhibit viruses. We are seeing maximum demand from north India,” Suguru Takamatsu, head of consumers sales division at Panasonic India, said. Rajeev Bhutani, senior VP for consumer electronics at Samsung India, said the company has seen a 1.5X growth in sales in September-October this year.

Anshu Budhreja, CEO of Amway India, said, as per a recent study, indoor pollution is one major contributor to ill-health. “With the ongoing pandemic, maintaining good health has become an utmost priority.” Raghu Reddy, chief business officer at Mi India, said, there has been 100% growth in sales of Xiaomi air purifiers over the last year, with cities in northern India accounting for 70% of the sales.

FIGHTING POLLUTION

► Demand for air purifiers is going up with each passing year as concerns around the worsening air quality get more intense

► Numbers have been nearly doubling almost every year as numerous brands have sprung up. The industry



may close this season with volumes of three-to-four lakh units, say companies

► There are models from brands such as Samsung, Panasonic, Philips, Eureka Forbes, Blue Air, Kent, TCL, Havells, Xiaomi, Sharp, Honeywell and Amway