

PRESS MONITOR

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Pledge against pollution

Winter has finally hit the Capital, and people are worried that the high pollution level can convert the delightful fog into harmful smog. On World Pollution Prevention Day today, Delhiites are taking a pledge to go eco-friendly and make the city pollution-free.

Madhuri Sharma, a resident of Kirti Nagar says, "This is

peak time. We all must come forward to rescue our precious environment. My husband, kids and I pledge to adopt an eco-friendly lifestyle. My husband and I have started using a bicycle for our nearby chores, and have decided to complain to the concerned authority if we see someone burning waste in the open."

Ruchika Garg [» More on Pg 2](#)

PHOTO: HTCS

PEOPLE ARE RESORTING TO AIR PURIFIERS

"With increase in pollution, the quality of breathable air is rapidly degrading. Pollution isn't restricted to outdoors, the air inside contains high concentration of particulate matter and microorganisms that cause respiratory diseases. Air purifiers have become a necessity and Moonbow air purifiers control the pollutants to keep

indoor spaces ventilated. Powered by Puri 5 technology — a five-stage purification process comprising Pre Filter, True HEPA Filter, Activated Carbon Filter, UV Light and Refreshing Energizer — Moonbow air purifiers capture indoor carcinogenic and ultra-fine particles to provide fresh air and boost our health," says Rakesh Kaul, president and chief, Consumer Business HSIL Limited.



A breath of fresh air

Did you just step inside your house and think: 'Finally! I'm breathing clean air now'? Unfortunately, you might be wrong. Even indoor air contains pollutants and disease-causing microorganisms. Given the scenario, more and more people are opting for air purifiers to rid the air of fine dust, chemicals and high concentrate particulate matter (PM).

MAKING THE RIGHT CHOICE

Markets are flooded with air purifiers, but selecting the one that matches your needs is important.

Moonbow air purifiers, launched by the house of HSIL Limited last year, are available in five variants. "As pollution levels rise at an alarming pace, the quality of breathable air is rapidly degrading. Air purifiers have become a necessity and our purifiers control pollutants to keep indoor spaces well ventilated. Powered by Puri 5 technology, a 5-stage purification process



PHOTO: SHUTTERSTOCK

comprising of pre filter, true HEPA filter, activated carbon filter, UV light and refreshing energizer, our purifiers capture indoor carcinogenic and ultra-fine particles," says Rakesh Kaul, president and chief, consumer business, HSIL Limited.

UTILITY AND FEATURES

Air is pulled into the unit, and is passed through five filtration devices. Following this, purified air is released back into the room. As a result, airborne pollutants like dust, smoke, pollen, pet dander, mold and mildew spores, bacteria and viruses and other particulates as small as 0.3 microns are removed.

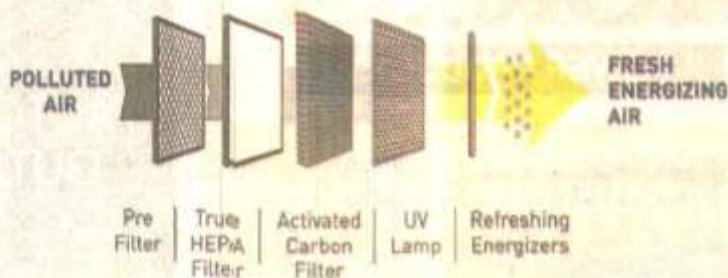
HOW HEPA WORKS

The air purifiers are powered by True HEPA filters that remove microscopic particles from air. They can remove as much as 99.97% of particles bigger than 0.3 microns. Further, to capture gases and odours, activated charcoal filter is used in conjunction.

PRICE, POWER, PURIFICATION

These purifiers start at ₹6,990 for a car purifier to ₹12,990 for home air purifier. The home range extends to ₹36,990. These variants consume less electricity, ranging 50W to 70W. Not only do they use less power, but the range is aimed to cater to different-sized rooms too. **HTC**

AIR PURIFIERS POWERED BY PURI 5 TECHNOLOGY WITH REFRESHING ENERGIZERS



(Above) The air purifiers use Puri 5 technology; (R) Moonbow air purifier

