**Startup : Urban AirLabs pvt ltd**

**Domain Area: Environment**

**Funding support: 30 Lakhs**

**Product/Technology: UBreathe**

Ubreathe, an [iHub - AWaDH @ IIT Ropar](https://www.linkedin.com/company/ihub-awadh/) supported bio-tech startup that develops plant-based air purifiers, secured a deal of ₹1.5 crore from [Namita Thapar](https://www.linkedin.com/in/ACoAADlekEYBhHNIhLdwbxF32XUyYYlpTF-b0es) on the popular television show [Shark Tank India](https://www.linkedin.com/company/shark-tank-india/).

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.