



8th Edition

CAHOTECH 2023

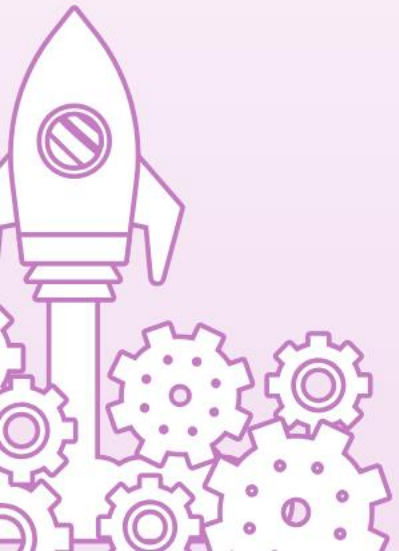


PITCHFEST FOR HEALTHCARE START-UPS

6TH OCT 2023 @ IIT DELHI

NANOCLEAN GLOBAL PVT LTD

nanoclean



nano
clean

Nanoclean Global Private Limited



National Award Winning Start-up
& IIT DELHI Incubated Venture

Our Team



Prateek Sharma, **Founder & CEO**

- B.Tech. 2011-15, IIT Delhi | TEDx Speaker
- Youngest OCND (Outstanding Contribution for National Development) Awardee, IIT DELHI 2019, TEDx Speaker



Amar Gupta, **COO**

- 14+ years of experience in Test-Prep and Education Technology domain
- Executive coach for more than 15 tech-based companies/start-ups
- Management graduate | Associated with 'CIIE' at IIM Ahmedabad



Hitesh Katia, **Creative Head**

- Core Team Member
- 14+ years of experience
- Past: Vcommission Media



Shubham Rajput, **Research Head**

- M.Tech. (Textile Sciences & Engineering), IIT Delhi
- Expertise in Nanofiber Research & Textile Materials
- Past: Project Scientist at SMITA Labs, IIT Delhi

Technical Advisors

Professor Ashwini Agrawal

- Professor, Department of Textile Technology, IIT Delhi
- Intelligent textile materials, Nano-materials, plasma processing, and fibre manufacturing



Professor Manjeet Jassal

- Professor, Department of Textile Technology, IIT Delhi
- Fiber Science & Technology, Functional (Nano) coatings/ finishes, Electro-spun nanofibers



Business Advisors



Rahul Jain,
Co-founder, Epigamia



Pranay Gupta,
Co-founder, 91SpringBoard



Dr. Vishal Gandhi,
Founder, BIORx

Research Partner

- **SMITA Labs, IIT Delhi**



← **Tweet**



NanoFilters developed by IIT Delhi protect us from ever-growing air pollution, and cost only Rs 10
[#PresidentKovind](#)

- MOST INVESTABLE STARTUP – **LET'S IGNITE (LET'S VENTURE)**

Awards & Recognition

Won the 'Startup National Award' presented by the Hon'ble President of India



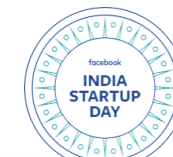
KStartup



प्रौद्योगिकी विकास बोर्ड
 TECHNOLOGY DEVELOPMENT BOARD
 DEPARTMENT OF SCIENCE & TECHNOLOGY



Department of Science & Technology
 Government of India



Featured On

**SHARK
TANK
INDIA**



Our Technology

Nanofibers as a Filter Media

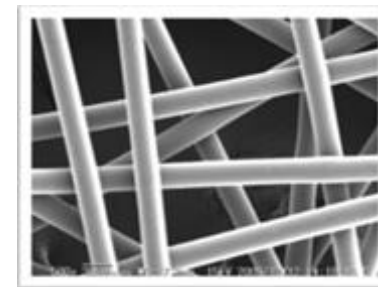
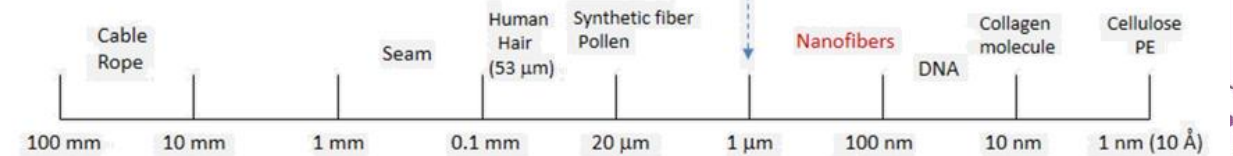
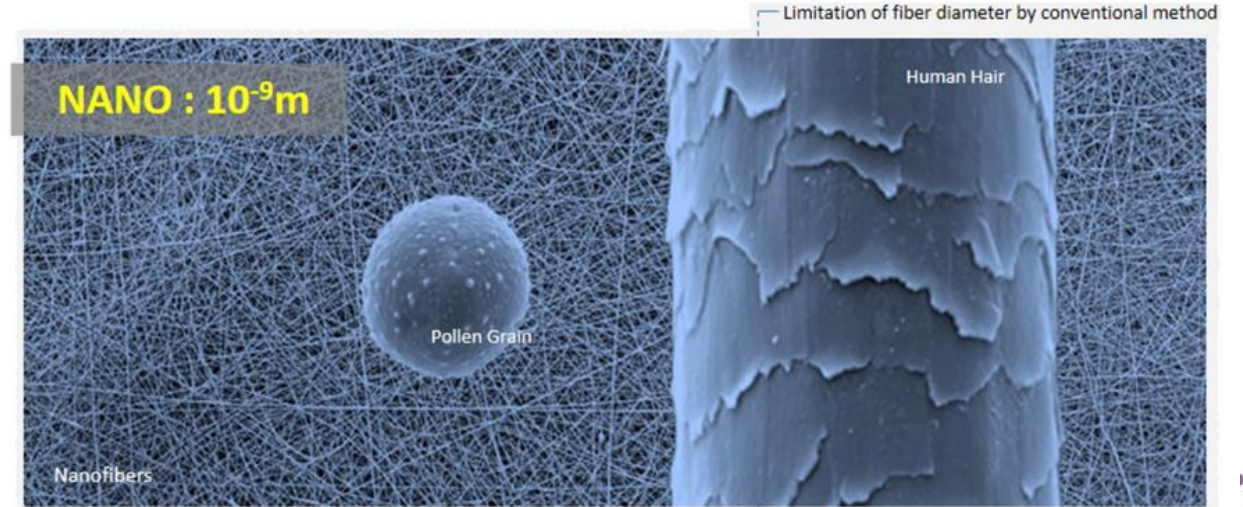
Benefits of using Nanofibers based filter

- Media
- Higher Efficiency,
 - Lower Cost,
 - Lower Pressure Drop

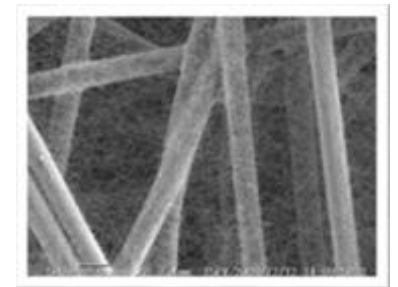


Why Us?

- We are the **ONLY VENTURE** in the World with the technology to **Develop Bio-Degradable Nanofibers**
- We have a **Patent** on the **Bio-Compatible Nanofiber Technology**

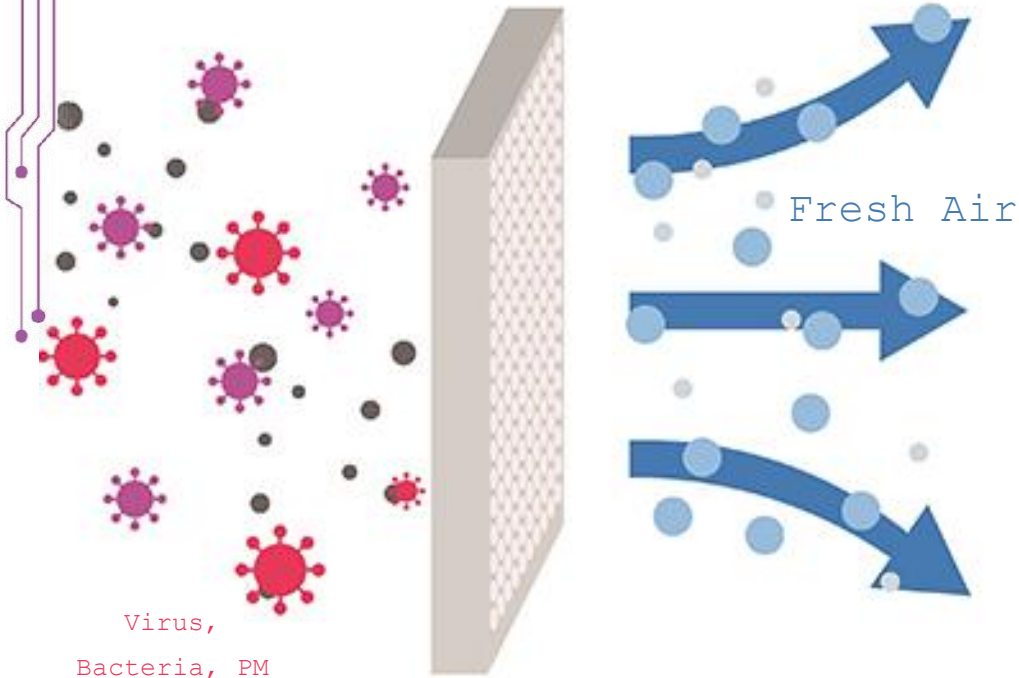


Normal Filter Media



Nanofiber Based Filter Media

How it Works

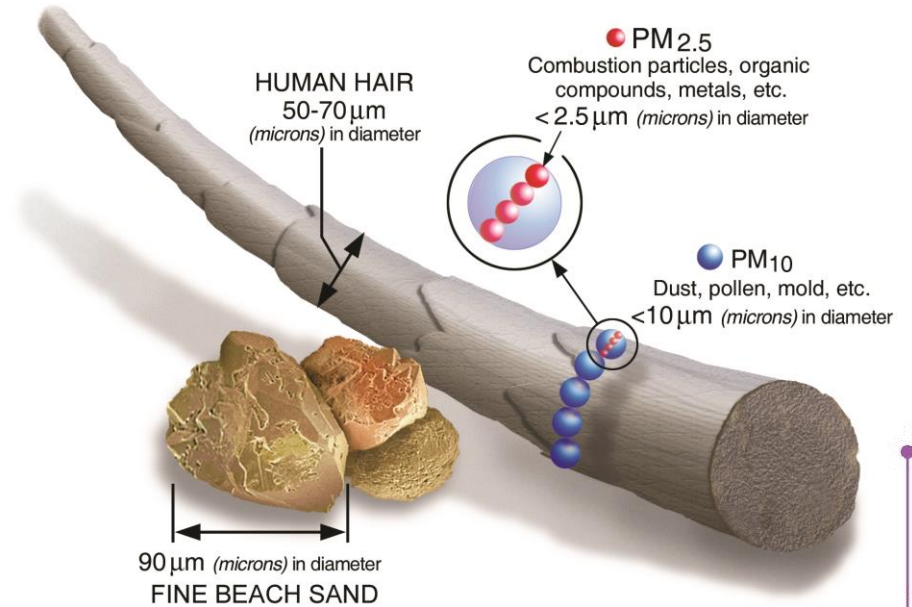


Virus,
 Bacteria, PM
 2.5 & Other
 Pollutants

**Nanofibers as a Filter
 Media**



The pores of
 Nanofibers
 are **smaller**
 than **PM 2.5**



- A Layer of **Nanofiber coating** on a base fabric
- Resulting Filter has a **pore size smaller than PM 2.5**
- Up to **99% Efficiency** against **Virus, Bacteria and Pollution**

CIGIBUD

Our Solution

CigiBud

Upto
80.00% Reduction
of Tar/Nicotine Consumed

- 3 months therapy to quit smoking
- Naturally reduces the urge of smoking
- Upto 80% less injurious to lungs
- Smoothness in the throat
- Compatible with all cigarette types



The Problem

HEALTH EFFECTS OF SMOKING

” Tobacco use is one of the **major causes of death** and disease in India and accounts for **nearly 1.35 million deaths every year.**

27% of all cancers in India are attributable to tobacco use



Every Cigarette Smoked reduces the **average Life Expectancy** by

11
Minutes

63
Percent

people wish to quit smoking due to **adverse health effects of Tobacco on Lungs** But are unable



Available Solutions

Existing Solutions are either unaffordable or **are more harmful than smoking itself**

Matter of Concern:

- Nicotine patches and gums are good for tackling withdrawal symptoms that follow immediately after quitting smoking but many researches show that **direct intake of nicotine is more harmful**
- The exiting **Anti-tar filters have no 'filter'** as such and are just able to trap thick particles without caring about carcinogens
- Some studies have shown **E-Cigarettes to be more dangerous than normal cigarettes**



Nicotine Patches



Nicotine Chewing Gums



Anti-Tar Filters



E-Cigarettes & Vapes

How Its Works



Inspired by NRT

Variants of Cigibud



Lite

TAR Reduction – Up to 60%
Nicotine Reduction – Up to 30%



Ultra

TAR Reduction – Up to 70%
Nicotine Reduction – Up to 50%



Pro

TAR Reduction – Up to 80%
Nicotine Reduction – Up to 80%

How Its Works



Inspired by NRT

The smoking cessation happens over a period of 3 months:

Month 1

Cigibud - Light will reduce the intake of nicotine by upto 30%. It makes a cigarette smooth and less injurious by filtering tar by upto 60%. A dark brown colored tar can be seen inside Cigibud - Light after smoking.

Month 2

Cigibud - Ultra will reduce the intake of nicotine by upto 50%. The tobacco smoke will not hit your throat which is very common in normal smoking. It will make you used to a smoother tobacco smoke.

Month 3

Cigibud - Pro will reduce the intake of nicotine and tar by upto 80%. Now, you won't like the bitter taste of even a single puff of a normal cigarette. Welcome to the Pro-Club.

TIMES NOW @TimesNow

#IIT Delhi Startup Nanoclean Launches Cigibud, World's First Smoking Cessation Filter.



timesnownews.com
IIT Delhi Startup Nanoclean Launches Cigibud, World's First Smoking Cessation Filter

CIGIBUD

NEWS / BUSINESS NEWS / Inspired By No-Smoking Advt Starring Akshay Kumar, IIT Delhi Alum...

TRENDING TOPICS New Income tax slabs 2023-24 : Full list of new tax slabs for new income tax regime

Inspired by no-smoking advt starring Akshay Kumar, IIT Delhi alumnus develops cigarette filter to cut nicotine intake

PTI / Mar 22, 2023, 11:17 IST 35 PTS SHARE AA



सिगीबड : निकोटिन की मात्रा घटाएगा और आदत छोड़ने में मददगार होगा

एजेंसी। नई दिल्ली

आईआईटी दिल्ली के पूर्व छात्र प्रतीक शर्मा ने धूम्रपान करने वालों के लिए एक ऐसा सिगरेट फिल्टर विकसित किया है जो ना सिर्फ उनके शरीर में जाने वाली निकोटिन की मात्रा को कम करेगा बल्कि उन्हें इस आदत को छोड़ने में भी मदद करेगा। आईआईटी के इस छात्र को यह विचार 2018 में सिनेमाघर में एक फिल्म के दौरान धूम्रपान नहीं करने की सलाह देने वाला परामर्श

स्वाद में बदलाव किए बगैर धूम्रपान से जाने वाली 80 फीसदी निकोटिन को फिल्टर करेगा सिगीबड

आईआईटी दिल्ली के पूर्व छात्र ने बनाया फिल्टर

भीतर जाने वाली 80 फीसदी निकोटिन को फिल्टर कर सकता है। गौरतलब है और उन्हें बाजार में उतारने पर काम शुरू किया। यहां तक कि शर्मा की लीक से



Product Review

 Farhan Khan
 ★★★★★ Verified Purchase


Product is useful

Reviewed in India 🇮🇳 on 27 February 2023
 Size: 1 Count (Pack of 30) | Colour: Orange



I just seen your product on shark tank.
 I use to smoking from last 5 years so I'll chew so many products but it didn't succeed.
 But now I switched to cigibud as they claim upto 80% nicotine reduction
 I tried this product and I like this product
 Hoping this product to decrease my urge of smoking
 Thanku cigibud team
 One person found this helpful



 Ishaan Choudhari 2:33 AM
 to me, Accounts, Operations ▾

Dear Prateek,
 Thank you for the call (It was a pleasant surprise).
 Cigibud is an amazing product for anyone who is genuinely looking to get off smoking. I have tried multiple products over the years and nothing comes close to this. I was so surprised by the effectiveness of the product and the ease of that I immediately referred it to all my near and dear ones. You guys are doing an amazing job and making a significant difference to so many smokers and their families. All the best to the entire Nanoclean global team.

 Renuka
 ★★★★★
Nice product
 Reviewed in India 🇮🇳 on 27 February 2023
 Size: 1 Count (Pack of 30) | Colour: Orange



Making a difference in the smoke. Must try. Easily one can figure out difference. Just take 2-3 drags with the product and then take one without it. Kudos.

Top reviews from India

 Shanti devi
 ★★★★★ Verified Purchase

Love this product

Reviewed in India 🇮🇳 on 16 March 2023
 Size: 1 Count (Pack of 30) | Colour: Orange



My husband was very much additive to smoking and he consume more than 10 cigs in a day. Every 2 hours he need to smoke as he am smoking since 2004. Tried a lot of things to quite but was never able to succeed.
 So I tried this product and I really love this product
 This product reduce my urge of smoking
 2 people found this helpful



**From 1500+ Customers
 In 30 days**

Company Brief

About the company;
in a Nutshell

Fund Raised till Date - INR 5.85 CR

From Investors such as Lets Venture, 91 Spring Board, The Chennai Angels, PitchRight Ventures, Al Noor Holdings (Kuwait), SAN Angels, MEITY Startup Hub etc.

Govt. Grants Received till Date - INR 1.80 CR

From Institutions such as BIRAC, DST (Department of Science & Technology), TDB (Technology Development Board), CAWACH

No. of Patents - 2

Patent #1: Design and Application of Nasofilters

Patent #2: Bio-Compatible Nanofiber Technology developed using

Audited Financials (Revenue)

F.Y. 2017-18: ₹ 52,15,216 INR

F.Y. 2018-19: ₹ 1,04,54,428 INR

F.Y. 2019-20: ₹ 7,74,65,703 INR

F.Y. 2020-21: ₹ 4,96,17,185 INR

F.Y. 2021-22: ₹ 1,11,64,630 INR
20%

CIGIBUD

Repetition =

Key Clientele | Customers

Hindustan Zinc Limited, Paytm, WHSmith, Pepsico, Cipla, Vestige, Godrej, British High Commission, Research & Analysis Wing of India (RAW), Zeco, and many more...

Target Customers

Total

20 Cr
Indians

Who wants to
Quit

63%

Who doesn't
want to Quit

37%

Strategic Position

Global Market

- Smoking Cessation 24bn
- Smoking Safety Products 32bn



Competitor Landscape

Quit Smoking while Smoking **CIGIBUD**

Provides smoking cessation without changing user behavior

Smoking Cessation



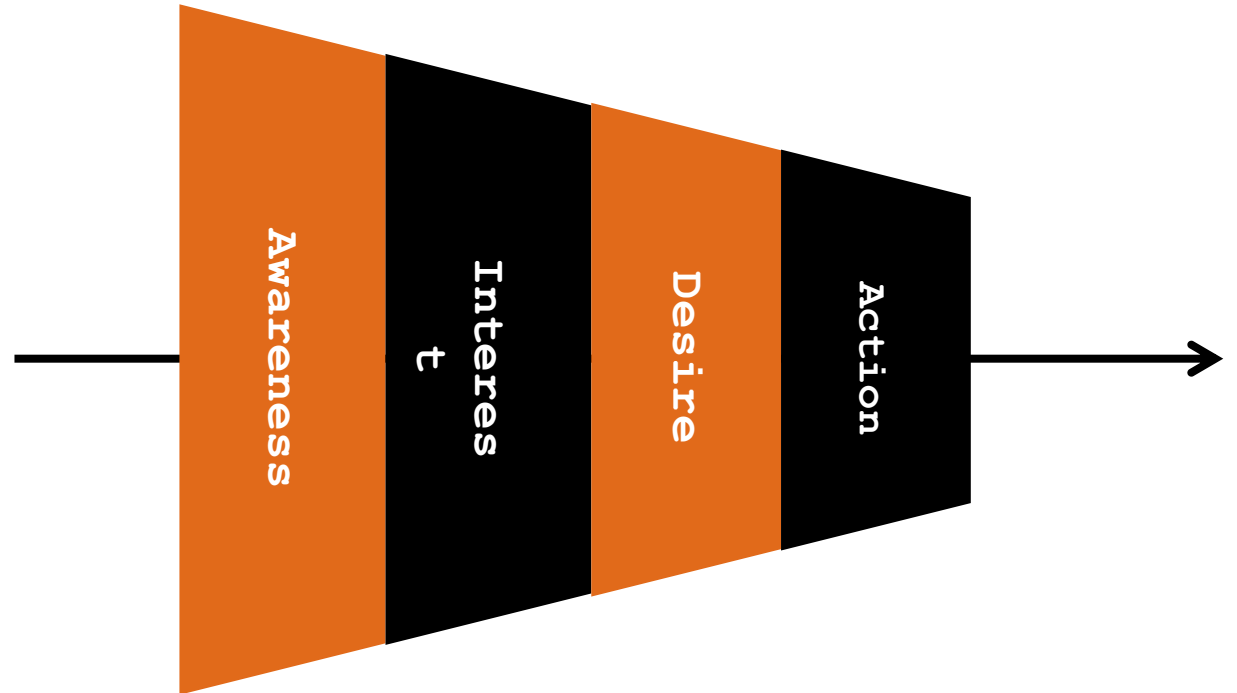
Customer Behavior

B2B2C /B2C



Go to Market

Distribution Strategies and Supply Chain



D2C

B2B2C /B2C



nanoclean

AS SEEN ON SHARK TANK INDIA

CIGIBUD

Technology Developed in the labs of IIT Delhi

तीन बार तक USE करें

गले में SMOOTHNESS का अहसास

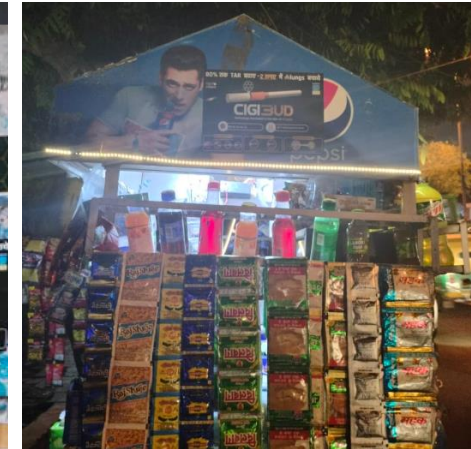
Cigibud का उपयोग कैसे करें

Cigibud फिल्टर के को को निकालें

Cigibud के साथ 4 बार लें और फिर Cigibud के फिल्टर

Cigibud की फायदेमندی

छुसान करने के बाद Bud हटा दें और TAR बचने दें



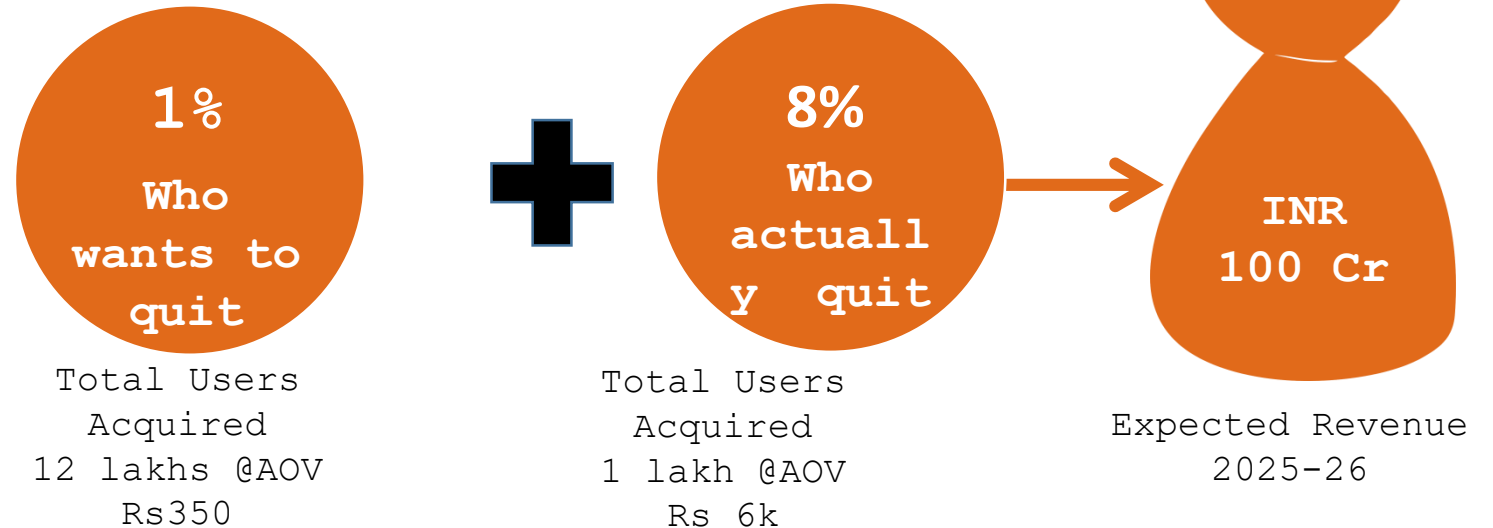
Go to Market (offline)

- 250+ offline stores
- 20% conversion rate
- CAC - Rs 130

We charge an average of **INR 350** per pack

Business Model

Expected Revenue
Considering Market Assumptions:



Expected Revenue - ~₹ 100 Crores

(2025-26)

Exit Options

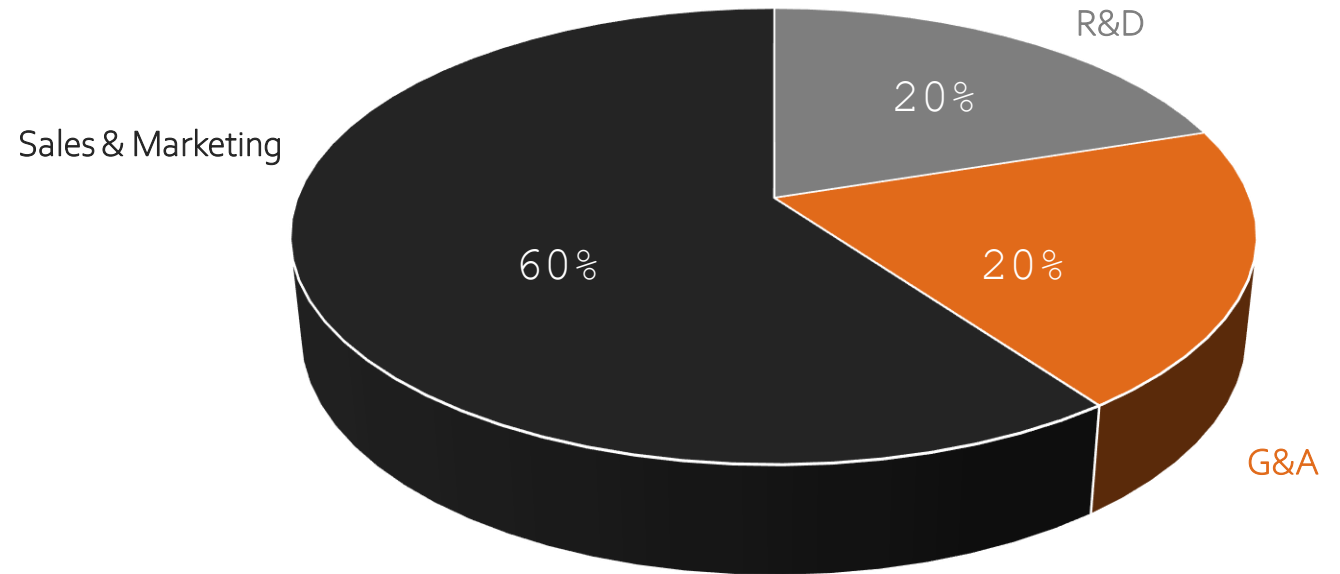
Players that would be interested in strategic ownership of what NCG is building:

- **Filter Media supplier** – 3M, Freudenberg Filtration, Donaldson, *etc.*
- Online **E-commerce Companies** providing their own brands like Amazon (Essential), Flipkart (Mercury), *etc.*
- Horizontal **Healthcare businesses** looking to build presence in Air Purification market Sun Pharma, *Cipla, Lupin, Glenmark, etc.*
- **FMCG Companies** like *ITC, PMI, RB, HUL, etc.*
- Companies in **Facility Management/HVAC/other filter media related industry like Automotive** – *Ikea, Voltas, Onida, Tenon, Cushman and Wakefield, Amber Group, Motherson, etc.*
- **International Textile/Healthcare companies** - Asahi Kasei, Taijin, Toray Industries, *etc*

And there is always a possibility of an **IPO...**

Funding Utilization

Funds Utilization



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nanoclean

Raised INR 1.1 Cr

Valuation- ₹ 40Cr (pre money)

Share Price- INR 6.5k

July 2023



www.nanoclean.store

Raised = 1.1 Cr from MEITY Startup Hub, SAN Angels, IIM CAN Angels and existing investors

Termsheet and DD - Complete

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nanoclean

Total Ask
INR 4 Cr

Valuation- INR 45 Cr (pre money)



www.nanoclean.store

Raised = 1.1 Cr from MEITY Startup Hub, SAN Angels, IIM CAN Angels and existing investors

Termsheet and DD - Complete

Annexure Slides



National Award Winning Start-up
& IIT DELHI Incubated Venture

PATENTED TECHNOLOGY



1
Carefully peel off the Nasofilter from the release paper & hold it with both hands



2
Paste it on your nasal orifice and press the paper all around the circumference



3
Remove the white paper from the centre, gently towards the sides



Developed Using Technical Knowledge from IIT - Delhi

- A Respiratory Nasal Filter that sticks to your nose & prevents the entry of harmful air pollutants like PM 2.5
- Made using Nanotechnology to ensure minimal air resistance and No breathing discomfort
- Highly porous substrate with Surface filtration Technology and Auto-Cleans
- Sticks to the bottom of the nose and is Nearly invisible
- Can be used for upto 8-10 hrs

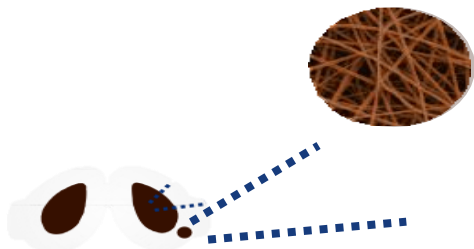


NASOFILTERS™
HAPPY BREATHING

A Breakthrough in innovation

Naso95

Protection From
Bacteria, Viruses, Dust,
Pollution & Pollen



Our Nanofiber Technology



- **Uniform nanofibers**
- **Bio-safe material**
- **Good adhesion**
- **Highly efficient**
- **Low pressure drop**

CABIN AIR FILTERS

**Nanofiber Coated Filters
for Vehicles**

Next in Pipeline



- Light weight with high strength
- High air permeability
- High elongation
- Superior dimension stability
- Abrasive and heat resistance
- No fraying even in the cutting edge



Applications:

Hard Special use for automobile cabin air filter | Automobile fuel purifier | Home air purifier | Industrial air filtration | Medical application.

STAGE 1



STAGE 2



Cabin Air
Filters



HVAC & Other Commercial Filters



Fuel Filter with up to 97%
Efficiency

STAGE 3



Commercial Air Purifiers &
Their Filters

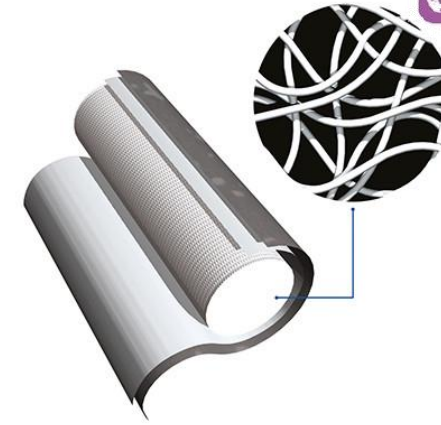


Portable Air Purifier (Car/Small
Cabin)





Nanoclean Portable Air Purifier



- India's most affordable IOT based Air Purifier.
- A Portable Air Purifier that filters out upto 90% of the PM2.5 and brings room air into permissible range in less than 15 minutes.
- First of its kind air purifier that has washable filters.
- It's unique design is also compatible for office cabins and cars.

Next in
Pipeline



nano
clean

Distribution Association



Strategic Partnershi p (Proposal 1)

Strategic Partnershi

p
(Proposal 2)



nano clean

A new cigarette with Cigibud



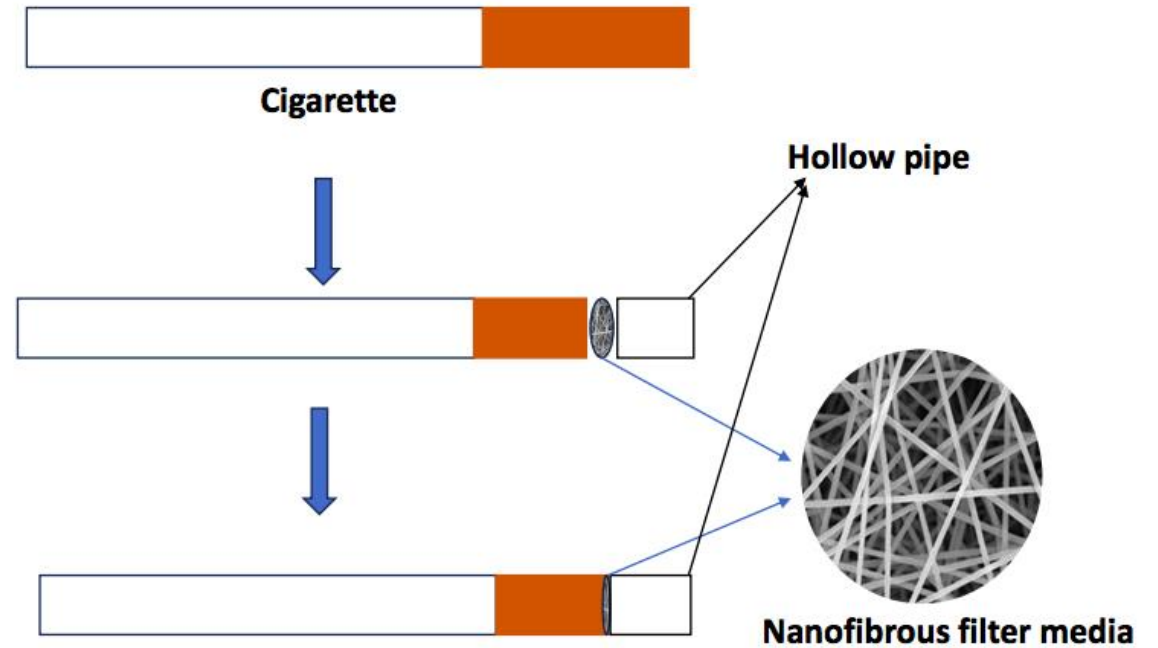
Effect- Cigarette will be exceptionally smoother and less injurious



nano
clean

Strategic Partnershi p (Proposal 2)

A new cigarette with Cigibud





nani
clean

**Strategic
Partnershi
p
(Proposal 3)**

I Quit Ordinary Smoking

**CIGIBUD
CAN BE
THE IQOS
IN INDIA**

nanoclean

Strategic Investment

\$5 Mn

(Quality Supply Chain, Safety &
Regulatory, Marketing &
Branding)

Thank You

For your Time



www.nanoclean.store

Cigibud (B2R) vs HVAC (B2B)

	Cigibud (B2R)	HVAC (B2B)
Gross Profit	Avg. 78%	Avg. 20%
Market Size (India,Global)	20 Cr Smokers	\$ 3.5 Billion, \$ 72 Billion
USP	Experience	Lifecycle

Geography

- 6.5 lakhs Paan Shops in India
- 2/3rd in Urban
- Serving 20 Cr Smokers