



Blue has launched its deceptively simple, yet powerful range of Blue air purifiers in India.

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Blueair Successfully Launches Two New Air Purifier Ranges In India, Accelerates Offline Retail Expansion

Delhi, October 9, 2016 – [Blueair](#), a world leader in innovative air purification technologies for over 20 years, has consolidated its leadership position in the Indian indoor air cleaning market with the launch last week of two new air purifiers, the hyper-efficient, street-cool and affordable Blue and the IoT-smart Classic ranges. The launch also heralds a major drive by Blueair to bring its wellness enhancing purifiers to even more Indians with a major expansion of the company's retail network in Delhi and Mumbai, which will be rolled out into other major cities across the nation in the coming months.

“Our mission at Blueair is to help Indian women, children and men confront the health challenges posed by rising air pollution by giving them access to the best air cleaning technologies that can create safer indoor havens,” said Girish Bapat, Blueair Director West and South Asia Region.

Girish said Blueair’s air purifiers, which are innovated in Sweden to put people in control of their own air quality with superior filtration efficiency, will now also be much easier to buy thanks to Blueair’s accelerating availability in multiple retail environments. He said the growth of Blueair has been extraordinary since the company launched its own organization in India almost two years ago

Blue is a deceptively simple air purifier, yet packs a supremely efficient punch when it comes to trapping airborne dust, pollen, smoke, allergens, viruses and chemicals. Designed to appeal to today’s health-aware younger generation, Blue leverages a radical new 360-degree air intake approach to air purification with a design geared to optimize airflow, boost particle retention, minimize noise levels and harness modularity for true ease of use at an affordable price.

Blueair also premiered its new smart Classic range (280i, 480i and 680i models), which bring Blueair’s iconic Classic air purifier firmly into the IoT age. With a new user interface, improved filtration efficiencies and a brighter-white appearance, the latest Blueair Classic comes with Blueair’s must-have built-in clean air intelligence technology that helps people better understand what is polluting their indoor air. The new-generation models deliver up to 20% more purified air on the faster speed setting, while also ensuring substantially lower noise level and power consumption thanks to improved fan technology.

“Both the Blue and the Classic reflect Blueair’s industry leading design ethos to deliver simplicity together with inclusiveness in products innovated to deliver 100% air purification satisfaction, regardless of the pollution inside or out on the street,” said Girish Bapat. He noted both products are available now in Delhi and Mumbai.

Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around

the world. Blueair is part of the Unilever family of brands.

Contacts



Sara Alsen

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

sara.alsen@blueair.com

+46(0)761107057