

## **PRESS RELEASE**

# **IIT Hyderabad Students' startup won the Best ten start-up award at 28th Annual HYSEA Award for Swatchh Air**

**HYDERABAD, 11<sup>th</sup> November 2020:** Indian Institute of Technology Hyderabad students' startup IBRUM Technologies co-developed by Mr. Priyabrata Rautray (PhD scholar, Department of Design, IIT Hyderabad) and Mr. Nibedit Dey (former CfHE fellow, IIT Hyderabad) has won the best ten start-up awards (product category) at 28th Annual HYSEA (Hyderabad Software Enterprises Association) Awards for Swatchh Air. The product development was ably guided and supported by Prof. Deepak John Mathew, Head of the Department, Department of Design at IIT Hyderabad.

Swatchh Air is a low-cost air stabilization system that reduces the overall viral load in the air. The solution is a UVGI (Ultraviolet germicidal irradiation) and negative ionization based system to sterilize rooms with the possible presence of harmful pathogens like COVID-19. Product not only won the Best Ten Start-up award but has also received 1-year associate membership of TiE Hyderabad along with mentoring.

**Highlighting the importance of such startup with high impact on the society and environment, Prof B.S. Murty, Director, IIT Hyderabad, said,** "We are all proud of the team and we wish them to bring out many more innovative products in the years to come."

Product was conceptualized under the BUILD (Bold and Unique Ideas Leading to Development) project scheme initiated by Director, IIT Hyderabad to support the start-up's spirit and entrepreneurship among the students. **It is based on founder's previous award-winning publication on "Design and development of a cost-efficient Air Sterilization System".**

A working prototype has been deployed at IIT Hyderabad. There are two variants of the product, one is for air sterilization and another for surface sterilization. Air sterilization can be done in infected places, isolation wards, quarantine centers, and prevent further transmission. Its applications include places like Hospitals & Clinics, Operation Theaters, Patient Care, Special Wards and Isolation Wards, Quarantine Centres, Home - Personal Use and Small Offices.

IBRUM Technologies is now looking at mass production of the product to serve many more. **With the support of potential investors to the entity in the coming future, the team is looking at the production of 1000 units per month which will cost around Rs. 12,000 to Rs. 15,000 per unit.**

The team is also looking at making this product to occupy optimum space by converting it into useful interiors like Side Lamps and Book Shelves. This next range of product is estimated to price between Rs. 18,000 to Rs. 20,000 per unit which will not only disinfect the air but also add beauty to your home and workplace. While

the exiting air purifier which cannot treat both bacteria and viruses like COVID-19 costs in the range of Rs. 25,000 – Rs. 30,000.

**Speaking about this recognition, Mr. Priyabrata Rautray credited this achievement to the** Director, Dean Students and other faculties of the IIT Hyderabad who were involved in BUILD Project for selecting Swatchh Air and giving financial support to make the prototypes. The first prototype was developed & deployed at IIT Hyderabad.

###

### **About IIT Hyderabad**

Indian Institute of Technology Hyderabad (IITH) is one of the six new Indian Institutes of Technology established by the Government of India in 2008. In a short span of **12** years, the institute built on an imposing **570**-acre campus and has been ranked among the top ten institutes for four consecutive years in the National Institute Ranking Framework (NIRF) released by the Ministry of Human Resource Development (MHRD), Government of India. The Institute was also ranked under Top **#20** in the recent edition of Atal Ranking of Institutions on Innovation Achievements (ARIIA) introduced this year by MHRD to systematically rank all major higher educational institutions and universities in India on indicators related to 'Innovation and Entrepreneurship Development' among students and faculties.

IIT Hyderabad has close to **221** full-time faculty, **2,911** students of whom **20** per cent are women, nearly **200** state-of-the-art laboratories and five research and entrepreneurship centres. The Institute has a strong research focus with more than Rs. **500** crore of sanctioned research funding while PhD scholars account for about **30** per cent of total student strength. IITH students and faculty are at the forefront of innovation with more than **1,500** research publications and patent disclosures, **300** sponsored/ consultancy projects and **50** industry collaborations. IITH has MoUs with **50** universities in the U.S., Japan, Australia, Taiwan and Europe. IITH has been a pioneering change in pedagogy with fractal academic programs that atomizes course modules, encourage interdisciplinary learning, spanning innovative technology, fundamental science, liberal arts and creative arts like photography, theatre and painting.

-----  
**Follow us on Twitter** - [@IITHHyderabad](https://twitter.com/IITHHyderabad)

**Follow us on Facebook** - [@iithyderabad](https://www.facebook.com/iithyderabad)

**Follow us on Instagram** - [#iithyderabad](https://www.instagram.com/iithyderabad)

**Follow us on LinkedIn** - [@iithyderabad](https://www.linkedin.com/company/iithyderabad)

-----  
**Please direct all media queries to:**

Mrs. Mitalee Agrawal | Public Relations Officer, IIT Hyderabad

Cell: [8331036099](tel:8331036099) / Email: [pro@iith.ac.in](mailto:pro@iith.ac.in)