

**PRESS MONITOR**

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## Moonbow Urges India to Drink Clean Water with the Launch of their TV Commercial

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**Moonbow**, the umbrella brand from leading Sanitaryware Company HSIL Limited launched their new TVC campaign today 'Ab India Peeyega Achcha' for their water purifiers.

The TVC narrates the story about the innocence of childhood as children from different socio-economic background play together and share water since 'Accha Paani Share Karna Acchi Aadat Hai'. The new TVC visibly captures Moonbow's initiative to highlight that everybody irrespective of their race, caste or creed is entitled to pure drinking water.