

## “Brands must provide innovative products and incredible service”

**Rakesh Kaul, President (Consumer Business) & CEO (Evok- Retail), HSIL, lays down the tenets by which brands must abide if they are to succeed**

**In a competitive landscape such as the one you operate in, how can brands create stickiness and customer loyalty?**

>> In today's highly competitive landscape, to build and keep a loyal customer base, it's important for brands to focus around customer centricity by providing innovative products and incredible service that makes people want to come back.

Our brand Moonbow by Hindware, is based on deep consumer researches and our products are designed beyond conventional norms. Moonbow by Hindware as a brand stands for 'Goodness'. Our water purifiers not only provide pure drinking water, but water which is full of goodness of essential minerals required by our body. Moonbow by Hindware with its wide range of quality water purifiers with added benefits of mineral fortification thrives to become the best brand of water purifiers in India.

Also in this category retaining customers is all about providing them exceptional service and treating them better than they expect. This two-fold strategy has helped us to create brand stickiness, turn leads into buyers and has converted customers into our brand advocates.

**Latest design and continuous in-**



**novation is a large part of your brand image. Please tell us about that...**

>> Our design-driven approach, along with cutting edge technology helped us to create both market opportunity and customer value. Our strategic investments in our in-house Research & Development team ensured we offered a differentiated product portfolio which in turn helped us to gain competitive advantage early on.

In a short span of time, path-breaking patented technologies such as

Monitoring Real-time life of RO membrane, Automatic jug filling mechanism, etc. are in-built in our water purifiers. We will continue to increase our investments in this segment to drive innovation and efficiency across the design and product development and to continue to make customers' lives easier.

**What do you think is the Indian consumer looking out in market?**

>> Today's consumer is socially active, aware and connected. They know about the brands available in the market in this category and wants exceptional products at a competitive price point with great design.

A water purifier consumer knows the importance of having an RO water purifier in their homes. But they don't deep dive much into the technologies, etc. Consumers look around for added convenience along with smart functionality. Therefore, we at Moonbow by Hindware, design products which give them both. Our products not only offer functional USP's such as pure drinking water, but also come equipped with the convenience of touch buttons, jug auto filling mechanism, filter alert indicators, water purity indicators, etc. along with mineral-rich purified water.