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Moonbow launches Oceanus 3000



EOI CORRESPONDENT

KOLKATA, OCT 6/-/Moonbow from the house of HSIL Limited, has expanded its product portfolio of water purifiers with the launch of technologically advanced Oceanus 3000. The water purifier has been launched exclusively through a tie-up with Flipkart. The water purifier will be subsequently available across the retail outlets including Croma, Reliance Digital, etc. post Diwali.

Priced at Rs 24,990 the newly launched water purifier is the most advanced Ultra RO model from the brand, and is equipped with the latest Hexapure Technology with Antiscalant filter, which enhances the life of RO membrane by protecting it against scale formation. The seven stage purification process ensures that water with TDS up to 3000 ppm is also 100% RO + UV + UF purified. Oceanus 3000 provides added benefits of mineral fortification which makes the water nutritious by adding essential minerals lost during the RO process. Available in sleek and attractive premium black finish, it comes with a touch sensitive smart consumer interface and an inbuilt Veggie Pure tray which helps to conveniently wash fruits & vegetables with RO purified water. Smart features like clock display with digit navigator, failure alert, filter replacement, tank full indicator, etc. make this RO stand apart.

Sandip Somany, VCMD, HSIL Limited, commented, "The growing demand for clean water in Indian households is expected to play a critical role in shaping the trajectory of the India water purifier market. Currently, the water purification market is approximately Rs 4000-4500 crore and is poised to grow at a CAGR of 20% between 2016 to 2024. This growth creates the right impetus for a brand like Moonbow to actively pursue this segment and introduce affordable, high-quality products to meet the growing and evolving need of consumers." Rakesh Kaul, President, Consumer Product Division, HSIL Ltd. said "We have launched 5 water purifier variants over the last one year with differentiated technology like Hexapure and a patented limited auto fill function. We have also tied-up with Flipkart for an exclusive launch of Moonbow Oceanus 3000, with an aim to tap the surge in demand for products online and enhance customer convenience."