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Moonbow unveils new purifier

Hyderabad: HSIL's Moonbow brand has expanded its portfolio of water purifiers with the launch of the affordably-priced Alpheus water purifier. This water purifier comes with technologically advanced features such as five-stage purification. The Indian water purifier market, divided into household and institutional segments, is set to reach \$4.1 billion by 2024 as compared to \$1.1 billion in 2015. "With the launch of Alpheus, we are giving our consumers the opportunity to avail the advanced features like RO, TDS removal up to 1800 ppm and LED indicators for power, purification and tank full, with a superb design and attractive end consumer price. Mineral fortification technology adds essential minerals to the water which enhance its taste and improves its quality as well," said Rakesh Kaul, president, Consumer Business, HSIL Ltd.