

HSIL's new consumer business vertical on a winning path

Newly launched 'hindware - water Heaters' & 'moonbow Air Purifiers' win consumer hearts and 'Product of the Year' Award 2016

Mumbai, March 21, 2016: Recently launched new brand; moonbow from HSIL with its first product offering, 'Air-Purifier', is already making waves in the market winning the **"product of the year, 2016"**. Adding to the delight, hindware-atlantic water-heaters too got the **top spot** in its category. Both the products were launched last year.

The awards were given by *Product of the Year (POY)*, world's largest consumer-voted award survey conducted by Nielsen. It is an Internationally Recognized Certification that celebrates and rewards the best innovations in consumer products and services.

Attending the award ceremony, **Mr. RakeshKaul, President and Chief, Consumer Business Vertical, HSIL Ltd**, said, *'It is a great achievement for HSIL and the entire team. It was just last year, when we introduced two new product categories as part of the company's diversification strategy after completing an extensive market research. And winning this recognition, tells us we are in the right direction. Being awarded as the 'Product of the Year' in its respective categories, both products testify our commitment in developing products that meet the needs of our consumer. The award recognition thus holds pride of place in our hearts as we have managed to satisfy consumer needs. It is also a great motivator moving ahead.'*

From consumer perspective 'Product of the Year' award is helpful in today's economy and environment navigating so many choices available. The POY seal, seals the deal for them. As for businesses and product innovation, it is a matter of great pride and reinforces product development efforts which are deep rooted in consumer insights.

About HSIL

HSIL Limited constitutes two primary business divisions, Building Products and Packaging Products Divisions. In 2015, HSIL introduced a new consumer business vertical under its Building Products Division and introduced two new product lines; water-heaters, **'hindware-atlantic'** in aco-branded marketing initiative with Groupe Atlantic, France, specialist thermal comfort solution provider in Europe. The company also introduced a new brand **'moonbow'** to offer 'purification' products, air-purifier, being the first.