

## PRESS MONITOR

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# HSIL Expands Consumer Business Division with The Launch of 'moonbow Water Purifiers'

Hyderabad : HSIL Ltd., the leading sanitary ware company with a legacy of 56 years launched its new range of water purifiers under its umbrella brand, moonbow. Carrying forward the brand promise of 'Expect the unexpected', 'moonbow' water purifiers offer a wholesome healthy lifestyle to the consumers and cut across socio-economic sectors in India to provide clean drinking water to all. The moonbow water purifiers will have 5 variants available, namely Oceanus Premium, Oceanus, Achelous Premium, Achelous & Ezili with the prices ranging from INR



12,990/- to INR 26,990/-.

One of the biggest challenges in India is access to clean drinking water for the masses. Currently, water purification market is mostly concentrated in

metros and large cities. This creates the right impetus for a brand like HSIL to enter this segment, which has seen a growth of approx. 20% over the last couple of years. Utilizing

their vast distributor network pan India, HSIL looks forward to penetrate the metros, sub metros & tier 2 markets and aims to capture a sizable market share there.

HSIL's dedicated after-sales service across India further boosts their market presence as the brand offers great customer experience through their contact centres, email and website. As a home grown Indian brand, HSIL offers the complete set of services from installation, pre and post-sales demo, preventive maintenance, de- and re-installation, etc.