

PRESS MONITOR

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HSIL forays in air-purifier segment under brand Moonbow

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NEW DELHI, DEC 15: Sanitary ware manufacturer HSIL, has forayed into the air purifier segment under a new brand called 'Moonbow'. The company has launched three models of its air-purifiers priced in the range of about ₹12,990-₹34,990. It will be selling these air-purifiers both through the brick and mortar and e-commerce channel.

Sandip Somany, Joint MD, HSIL said it is a strategic diversification for the company as it compliments the company's existing business as well as strengthen our B2C business further.

"We aim to garner a market-share of about 5 per cent in the first year of operation and believe the market has a huge potential in the country," he added. The air-purifier market though nascent and estimated at ₹400-450 crore.

The company is also in the process of launching water purifiers for home segment and has tied up with the Marmon Group of Italy.