

PRESS MONITOR

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Brand 'moonbow' Makes its Entry in the Air Purifier Market, Aims to Capture 10-12% Market Share in Three Years

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NEW DELHI, December 15, 2015 /PRNewswire/ --

'moonbow' is a new brand launched today. The brand from HSIL Limited, 'moonbow' will be the umbrella brand for the company's emerging interest in the consumer business space.

(Photo: <http://photos.pnewsire.com/prnh/20151215/10136699>)



'Expect the unexpected' is the brand promise of 'moonbow', which in tangible terms simply translates into something unanticipated, a surprise. This quality of the brand will be visible through differentiated product experiences and significant benefits that it will offer to target consumers. 'moonbow' is meant for consumers who are conscious about the overall well-being of their family and want to live a robust and healthy lifestyle.

Air purifiers is the first product being introduced under this brand. Powered by Puri 5 technology, a 5 stage filtration process in every model irrespective of the price band, 'moonbow' is an uniquely different product that the Indian consumer has not yet experienced.

The importance of **5 stage filtration** lays in its ability to sieve away unsafe levels of particulate matter in the air, also known as particle pollution or PM up to 2.5 micrometer in size. There are several sources of PM 2.5 size particles: dust, cooking, automobile emissions, forest fires, agricultural burning to name a few, which impact our breathing process, and their contribution is on the rise. This is where 'moonbow' air purifiers with their inbuilt modern technology will make the difference.

Speaking at the launch, **Mr. Sandip Somany, Joint Managing Director, HSIL Ltd**, said, "We as a company are always on the lookout for growth opportunities in the market, which can complement both our existing business as well as provide scope to venture into new business categories, linked with homes and improving consumer lifestyle. Entering the air purifier category, is based on market prospect, which is positive, driven by the environmental situation and consumer demand to live smart and breathe fresh. As for the decision on adding another brand to our brand portfolio, we felt the need to differentiate within our product offerings as well, since 'moonbow' will focus on 2 new products related to well-being and freshness. It is a very strategic assessment of the company's vision for the future as we target 5% market share in the first year of operation. We are aiming to

be among the top two in 3 years," he added.

'moonbow' air purifiers are being launched simultaneously on e-commerce (amazon) and brick-n-mortar outlet (Croma). Three models are introduced priced at INR 34,990, INR 15,990 and 12,990 respectively. In the first phase of launch, 'moonbow' air purifiers will be available in select Tier A cities that fall under bad AQI (Air Quality Index).

For more information, visit <http://www.moonbowliving.com>

About brand 'moonbow':

Launched in 2015 'moonbow' is a new brand from HSIL Limited. It is an umbrella brand for the company's growing consumer business vertical.

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