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Brand 'moonbow' makes its entry in the air purifier market

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'moonbow', a new brand launched by [HSIL Limited](#), will be the umbrella brand for the company's emerging interest in the consumer business space.

'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 who are conscious about overall well-being of his /her family and wants to live a robust and healthy lifestyle.

[Air purifier's](#) is the first product being introduced under this brand. Powered by Puri 5 [technology](#), a five 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, also known as particle pollution or (PM) upto 2.5 micrometer in size in air. There are several sources of PM 2.5 size particles: dust, cooking, automobile emissions, forest fires, agricultural burning to name a few which impacts our daily 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, **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 both complement 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 new [products](#) related to well-being & 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 top two in 3 years."

'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, 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 India).