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HSIL launches its 'moonbow' brand in air purifier market

by Chhavi Vashishtha 2 days ago



HSIL Limited on Tuesday launched a new brand 'moonbow', which will be the umbrella brand for the company's emerging interest in the consumer business space.



According to a press release, 'Expect the unexpected' is the brand promise of 'moonbow', which in tangible terms translates into something unanticipated, a surprise. This quality of the brand, the release said, will be visible through differentiated product experiences and significant benefits that it will offer to target consumers.

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 a uniquely different product, the release said. The importance of five-stage filtration lies in its ability to sieve away unsafe levels of particulate matter, also known as particle pollution or (PM) up to 2.5 micrometer in size in air.

Speaking at the launch, Sandip Somany, Joint Managing Director, HSIL Ltd, said, "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 and freshness."

'Moonbow' air purifiers are being launched simultaneously on-e-commerce (Amazon) and brick-n-mortar outlet (Croma). Three models are introduced priced at Rs 34,990, Rs 15,990 and Rs 12,990. 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).