

Link: <http://www.thisweekbangalore.com/brand-moonbow-makes-its-entry-in-the-air-purifier-market-aims-to-capture-10-12-market-share-in-three-years/>

## Brand 'moonbow' makes its entry in the air purifier market Aims to capture 10-12% market share in three years

By ADMIN - Wed Dec 16, 10:26 pm



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From L to R – Mr Rakesh Kaul President Chief Consumer Business HSIL Limited and Mr Sandip Somany Joint Managing Director HSIL Limited

Bangalore, December 16, 2015: '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.

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

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