

Publication : Money Makers  
Edition : New Delhi  
Date : December 17, 2015

# Moonbow Air Purifiers

**M**oonbow is a new brand launched recently from HSIL Limited to purify the air. 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. Air purifier's is the first product being introduced under this brand. Powered by Puri5 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. 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 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.



## हर बार नये लोगों को पुरस्कार

यानी हर बार नए लोगों को जीतने का शानदार अवसर। बहुत आसान, ऐसा मौका केवल महालक्ष्मी टुडे पहली में ही आपको मिलता है।

आप बिना कोई खर्चा किये,  
इस पहली में भाग ले सकते हैं

**महालक्ष्मी-टुडे पहली -30**



आप यह कूपन सही भरकर डाक से भेजकर/SMS/व्हाट्स एप/ ई-मेल द्वारा निम्न प्रतियोगिता में भाग ले सकते हैं

**महालक्ष्मी-टुडे पहली -30 अंतिम तिथि : 18.12.15**