

Publication : Azad Express  
Edition : New Delhi  
Date : December 18, 2015

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

## Aims to capture 10-12% market share in three years

M. Irfan Mazhari

New Delhi, '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. Air purifier 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) up to 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, Mr. Sandip Somany, Joint Managing Director, HSIL Ltd, said,



From L to R - Mr. Rakesh Kaul, President & Chief, Consumer Business, HSIL Limited and Mr. Sandip Somany, Joint Managing Director, HSIL Limited

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', 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 India).

"We as a company are always on the lookout in the market which can well as provide scope to both complement our venture into new existing business as business categories.