

PRESS MONITOR

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HSIL unveil a new brand Moonbow

Chennai Dec 17: Brand moonbow Makes its Entry in the Air Purifier Market, Aims to Capture 10-12% Market Share in Three Years NEW DELHI, December 15, 2015/PRNewswire/ -- moonbow is a new brand launched today. The brand from HSIL Limited, moonbow will be the umbrella brand for the companys emerging interest in the consumer business space. (Photo: <http://photos.prnewswire.com/prnh/20151215/10136699>) 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. moonbow is meant for consumers who are conscious about the overall well-being of their family and want to live a robust and healthy lifestyle. Air purifiers is the first product being introduced under this brand. Powered by Puri 5 technology, a 5 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. more PRNewswire GSV.