

## PRESS MONITOR

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



'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.