

## PRESS MONITOR

Publication : Country & Politics

Edition : New Delhi

Date : December 23, 2015

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



**cnp bureau**

**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's 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 a 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.