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**Interview**

# HSIL Reveals Its 'Moonbow' Brand

HSIL is expanding its consumer product division with the debut of its latest brand, Moonbow.

The past year has been an exciting one for HSIL. In July the company introduced a new range of water heaters in association with Groupe Atlantic and co-branded as 'Hindware-Atlantic'. Now HSIL has also launched a new brand under its consumer product division, named 'Moonbow'.

The *Inside Track* spoke to Rakesh Kaul, President and Chief, Consumer Business, HSIL Ltd. about the company's expectations for Moonbow and its plans for the consumer product segment.



Rakesh Kaul, President and Chief, Consumer Business, HSIL Ltd.

The categories that we wanted to enter into required the effort of laying a foundation. One of the reasons for getting into the new brand name was to differentiate it as a distinct product category from Hindware.

Hindware has a certain amount of brand personality and brand promise. The direction and positioning of this new brand is going to be totally different from Hindware.

Our philosophy talks about tangible disruption and that core has to fit into our new brand, Moonbow. A moonbow is a rare phenomenon. The idea is that we will create certain products that will be completely different from the normal products which are available in the market.

Do you have any targets in terms of revenue and distribution with regard to Moonbow?

Air purification is a nascent category in India but it's growing like crazy. The numbers that we're talking about for 2016, I will not be able to tell you a clear cut area of revenue. But I can fairly say that in the first year itself we will have a five to six percent share of the category.

As of now air purification is primarily driven by the large format retail and e-commerce. These are the two big hinges on which the category

is revolving because it still speaks to the niche customers.

Are there any particular regions or cities that you will be targeting initially?

The quality of air across the country, in majority of the cities is very bad. So it's not just restricted to the four or five major cities, there's a whole list of cities with bad air. Having gone through the e-commerce route, it is imperative that fourteen to fifteen cities are targeted in the first phase of launch itself.

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What are the kinds of products that you will be releasing under this brand?

Under Moonbow the categories will be largely purification. So the idea is to enter into most of the purification categories, water and air to start with.

What is the target audience that HSIL is looking to tap into with this new venture?

We're talking to the TG that is young, ambitious, which is into experimentation. So we're looking at an SEC A1, A2, B1 and B2, who will be 20-45 years, young and working, always looking for something new to add to their home.

What is your strategy when it comes to the pricing of this product? How do you want to position yourselves in the market?

From a product perspective this will be in the mass premium segment. The brand's core is 'expect the unexpected' so at least one product in any category will have some differentiation from the market and we'll build on that differentiation. At the same time we don't want to be just premium, we want to be mass premium.

Could you tell us how Moonbow fits within HSIL's business portfolio?

HSIL is looking to grow the consumer business multi fold and bring in the next level of growth. The existing HSIL consumer business consists of premium kitchen appliances.

We also have a strategic venture with Atlantic, Europe's largest in heating, ventilation and air conditioning. We are also licensed to sell Vents, Europe's leading brand in exhaust fans.



Moonbow Air purifier (HSIL plans to enter into most of the purification categories such as water and air)