

New Products

## With Brand 'moonbow' HSIL Enters Air Purifier Market

**With aim to capture 10-12% market share in the next three years, 'moonbow' is a new umbrella brand from HSIL Ltd for its consumer business vertical.**

Taking longer stride in the consumer business space, bathroom solution major HSIL Ltd recently forayed in the air-purifier segment under a new umbrella brand called 'moonbow'. The company is also in the process of launching water purifiers in coming months in collaboration with the Marmon Group. In order to know more on the company's strategy and the product's features, **MGS Architecture** meets **Mr. Sandip Somany**, the company's Joint Managing Director, and **Mr. Rakesh Kaul**, President-Consumer Business, HSIL Ltd.

According to Mr. Somany, the diversification is strategic for the company and truly complements the group's existing business. "We as a company are always on the lookout for growth opportunities in the market which can complement our existing business, besides providing scope to venture into

new business categories, linked with homes and improving consumer lifestyle," he says adding that 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. "Given the growing awareness regarding air pollution, we believe the air-purifier segment is set to grow exponentially. While the awareness levels are high in urban regions, we believe demand will also start coming from tier-1 cities and towns," he adds.

Elaborating further, he says, "The brand 'moonbow' will focus on new products related to well-being & freshness in order to differentiate within our product offerings. It is a segment that offers huge potential with latent demand wherein we target 5% market share in the first year of operation and aim to



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