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Moonbow air purifier gets 'Product of the Year' award

by Chhavi Vashishtha 17 hours ago



Recently-launched Moonbow brand air purifier from HSIL won the 'Product of the Year, 2016' award in a consumer-voted survey conducted by Nielsen. Hindware-Atlantic water-heater too got the top spot in its category. Both the products were launched last year.

According to a press release issued by the company, Nielsen is an Internationally-recognised certification that celebrates and rewards the best innovations in consumer products and services.

Rakesh Kaul, President and Chief, Consumer Business Vertical, HSIL Ltd, said, "It is a great achievement for HSIL and the entire team. It was just last year when we introduced two new product categories as part of the company's diversification strategy after completing an extensive market research. And winning this recognition, tells us we are in the right direction."