

PRESS MONITOR

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HSIL's newly launched products are recognised by Product of the Year

Recently launched new brand; moonbow from HSIL with its first product offering, 'Air-Purifier', is already making waves in the market winning the 'product of the year, 2016'. Adding to the delight, hindware-atlantic water-heaters too got the top spot in its category.

The awards were given by Product of the Year (POY), world's largest consumer-voted award survey conducted by Nielsen. It is an Internationally recognised certification that celebrates and rewards the best innovations in consumer products and services.

From consumer perspective, 'Product of the Year'



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

award is helpful in today's economy and environment navigating so many choices available. The POY seal, seals the deal for them. As for businesses and product innovation, it is a matter of great pride and reinforces product development efforts which are deep rooted in consumer insights.