

PRESS MONITOR

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HSIL Expands Consumer Business Division with The Launch of 'moonbow Water Purifiers'



Hyderabad: HSIL Ltd., the leading sanitary ware company with a legacy of 56 years launched its new range of water purifiers under its umbrella brand, moonbow. Carrying forward the brand promise of 'Expect the unexpected', 'moonbow' water purifiers offer a wholesome healthy lifestyle to the consumers and cut across socio-economic sectors in India to provide clean drinking water to all. The moonbow water purifiers will have 5 variants available, namely Oceanus Premium, Oceanus, Achelous Premium, Achelous & Ezili with the prices ranging from INR 12,990/- to INR 26,990/-.

One of the biggest challenges in India is access to clean drinking water for the masses. Currently, water purification market is mostly concentrated in metros and large cities. This creates the right impetus for a brand like HSIL to enter this segment, which has seen a growth of approx. 20% over the last couple of years. Utilizing

their vast distributor network pan India, HSIL looks forward to penetrate the metros, sub metros & tier 2 markets and aims to capture a sizable market share there.

HSIL's dedicated after-sales service across India further boosts their market presence as the brand offers great customer experience through their contact centres, email and website. As a home grown Indian brand, HSIL offers the complete set of services from installation, pre- and post-sales demo, preventive maintenance, de- and re-installation, etc.

Initially, the brand will launch RO based technology models and later in the financial year, UV Gravity based water purifiers will be introduced in the market. The RO based water purifiers utilize the latest Hexapure technology which ensures extremely pure, safe and healthy drinking water, along with having an extreme elegant design and aesthetics.

Speaking at the launch, Mr. Rakesh Kaul, President & Chief, Consumer Business, HSIL Ltd, said, "We are excited to bring to the market moonbow water purifiers from the consumer division of HSIL as we feel that this segment has a rather high foreseeable growth rate and also we intend to provide complete home care solutions to our consumers."

We believe that our existing network and aftersales service will make us stand apart. We intend to invest massively in the R&D for water purification and continue to work on newer technologies. The idea is to provide value for money to our consumers across social-economic backgrounds and become the most competent player in the segment. The plan is to further make the products technologically more interactive and provide real time information to consumers."

The moonbow water purifiers already launched in August 2016 in market HSIL intends to go all out in creating consumer touch points across 4,000 retail outlets currently selling consumer business products and through e-commerce, modern trade, etc.

Last year, the consumer product division of HSIL had earlier successfully launched the range of moonbow air purifiers and Hindware Atlantic water heaters.