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HSIL expands Consumer Business Division; launches 'moonbow water purifiers'

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By HBI Staff | Mumbai



moonbow water purifier launch

As per a release, HSIL Ltd., the sanitary ware company, launched its new range of water purifiers under its umbrella brand, moonbow. The moonbow water purifiers will have five variants available, namely Oceanus Premium, Oceanus, Achelous Premium, Achelous & Ezili.

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

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 utilise 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, 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."