

PRESS MONITOR

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'Our products offer the complete package — technology, looks and good pricing'

'Riding on enthusiastic consumer response, we aim to triple our business target in 2016-17'



Tell us about your journey so far.
 HSIL Limited, a reputable sanitary ware company with a rich legacy of over five decades, stepped into the Consumer Products business in 2013. It was a strategic diversification to explore the growing opportunities in the 'consumer products' category and has already proved itself as one of the fast-growing verticals of HSIL today. We offer technologically superior products in water heaters, kitchen appliances and purification domain, under the new business which achieved 95% of its business target in the year 2015-16. We have expanded our footprint from 850 to around 4,000 retail touch points and also introduced the popular e-commerce route to reach consumers, riding on the enthusiastic consumer response, we aim to triple our business target in 2016-17. The focus will be on building new brand 'moonbows' under which we offer purification products while continue recently we will strive towards enhancing market share of our other product offerings.

How has the 'Make in India' campaign helped products such as yours?
 Most of our products are already being manufactured in India and going forward more products from our category basket will get manufactured in the country.
 All Moonbow Water purifier models are being manufactured in India and going forward we see the possibility of getting air purifiers, standardised in India as well.

What is an air purifier and why is it needed?
 An 'air purifier' is a device which helps improve the quality of air in a room. Equipped with several air purification technologies, it filters the ambient air of contaminants such as dust, pollen, allergens, smoke, to highlight a few. The better air purifiers under the brand 'moonbow'. They are ideal for use in homes for use at homes and workplaces for the benefit of all. It surely provides additional comfort to individuals suffering from allergies and asthma by giving them cleaner air to breathe in.

'WE OFFER AIR PURIFIERS UNDER THE BRAND 'MOONBOW'. THEY CAN BE USED AT HOMES AND WORKPLACES TO GET CLEANER AIR'

How can India curtail its carbon footprint? To what extent can air purifiers help in creating a clean breathing atmosphere?

The subject of 'carbon footprint' is a matter of global concern. However, what is clear is that improving our existing technologies and research is the way forward for mitigating the scenario. We at HSIL are conscious about the environmental needs and offer internationally certified 'water saving' (EWC) and 'leak-free under the brand 'moonbow'. It is a continuous effort to find solutions and use new technologies that will enable less water consumption in these products. Nationally, we are witnessing a rise in awareness levels, both in policy makers and end consumers, in developing and adopting a lifestyle that will contribute towards reducing carbon footprint.

How does an air purifier work? What is special about the Moonbow air purifier?

There are several different air purification technologies in the market, but the most common way an air purifier works is to draw air from a given space, such as a living room, into the unit and then filter it pass through several layers of filtering media within the unit and then have it recycled and released back into the room, through a vent from the unit, as clean or purified air. Moonbow's purifier uses Pure Filtration

technology to purify the room's air through 3 filtration stages that clean air and kills almost every pollutant present in the air.
 The Pure Filtration technology is also responsible for neutralisation of negative ions, which assists in purification as it charges the indoor air with negative ions, which when meet the pollutants or allergen particles, that are mostly positive and hence they get together and become heavier. They are pulled by the Air Purifier or simply fall on the ground.
 The negative ion concentration in the room, also causes the room to breathe up, the effect is similar to that when you feel when you are at a waterfall.

What is the pricing of your air purifiers like?
 A. Room air purifiers - AP-2400004 - Rs. 34,900/-, AP-4000004 - Rs. 11,999/-, AP-4800004 - Rs. 12,999/-, AP-6000004 - Rs. 16,999/-

Water purifiers have made inroads in today's market. Nevertheless, there are still many places in the country that could utilise them. How do you plan to reach the masses?
 We will be launching products in all corners of the country. By doing so we are launching electric water purifiers with RO and UV based technology and by need of the hour we will be coming up with locally based water purifiers. With this complete basket of products, we will be able to penetrate reach and will offer other unique solutions to different segments of the consumers. We understand the competitive environment of the water purifier market with several established brands operating in this space. At this point I can assure you our products will be par with the existing product offerings in terms of technology, low consumption, the offering of moonbow water purifier will take into account the socio-economic aspect of the target audience, as we believe clean drinking water is a must for all.

Could you tell us about your servicing. How soon do you respond to requests?
 When it comes to delivering great customer experi-

ences, it means giving exactly what your customer wants. We see stress on the word 'exactly' is because it means a decision from their expectations, all it takes to bridge a thought process that would eventually lead to trying that customer. In today's ultra-competitive market, service is one function which can differentiate you from competitors by delivering differentiated experiences at touch points all times. We have wide service network of service partners who have wide experience in customer service and service industries. There is a team of expert field technicians available who support customers in case of any technical issues. In past one year we have installed around 100 service points which are covering full India customers. Our target is to complete 95% service request within 24 hours wherever in top 10 cities (NCR, Mumbai & Suburbs, Bangalore, Chennai, Hyderabad, Pune, Kolkata, Meerut, Delhi, Chandigarh). We are now focusing on same-day delivery of service requests.

'CUSTOMERS CAN REACH US FOR SUPPORT THROUGH OUR DEDICATED CONTACT CENTRE. YOU CAN ALSO SEND YOUR REQUEST TO US THROUGH EMAIL'

Customers can reach us for any support through dedicated contact centre which is available all seven days through out the year. In addition we have facility of e-mail and web chat through which customers can send their service requests.

We have a cloud-based CRM tool which is the backbone of our service operations, where in most of the activities are automated and it also gives real time customer history and extensive analytics which helps in customer handling. This CRM helps in keeping customer informed (KIC) about the end to end progress of their service requests at every stage and customer need not to



'OUR RANGE OF WATER PURIFIERS ARE THE BEST IN THE MARKET AND PROVIDE COMPLETE VALUE FOR MONEY TO CONSUMERS'

call contact center multiple times.

We offer differentiated services to customers like installation, warranty service, pre-sales demo, post sales demo, preventive maintenance, de-installation and re-installation service etc. In order to avoid these service visit of customer customer has to do it himself out from with any of our models. The quality of service is measured through a happy index score which is a 4 digit code sent to customer's mobile after the service request is logged and customer are requested to share the happy code to the technician on any condition and this when they are delighted with the service. Currently we are working at 95%+ in this measure. We are working back to the customers who don't give the happy code to the extent as that we can get real time feedback on the gaps in the process.

We are getting our intensive thrust in the handling of the people specially who are touch point for customers like field technicians and contact center agents. These people are the crucial in formation of customer's perception about our service quality.

With the help of our CRM we will change the customer journey of selling the annual maintenance contract (I) extended warranty contract with the customers. In this process if any customer wants to buy service contract then we will do this in three touch points and contract agreement will be sent to customer through e-mail. In next phase we will also enable purchasing of service contract directly through our website making payment online.

Tell us about the launch of your water purifier? How does it fit into the

Indian market?
 The challenges of safe drinking water in India is known to all and all. There is a huge opportunity for players who are serious about this category as this product is largely an urban phenomenon and with the current rapid penetration of less than 1% in the country. It offers a huge distribution opportunity in the future as well.

The market is growing at a CAGR of more than 20% over the past couple of years and we expect the same to continue in the years to come.
 At HSIL, we are looking at water purifiers driving the growth story for the organisation and brands. We have and will keep measures to ensure that we are successful in this category. We are going to invest heavily in the R&D for water purification technology and continue to work on newer technologies in near and long term future.

We are conscious of the fact that we will build competencies in this category and ensure that we get the consumers to pay for the savings of Water purifiers.

What is the USP of your upcoming water purifiers and what is its price range?
 We are coming up with extensive range of RO based water purifiers with extremely elegant design and aesthetics. The products are equipped with Membrane Technology which ensures extremely pure, safe and healthy drinking water. The price range starts from the MRP of Rs. 12,999/- to Rs. 20,999/-. The other product details will be announced shortly. All the models will be designed and manufactured in India.

What technological innovation would be needed in your product in future?
 We think that our products should be more interactive and can give real time information to the consumers. The products should be intelligent enough to alter its output based on the changing needs of the consumers. Our R&D & product development teams are already studying such technologies, hopefully we might come up with such state of the art products soon.