

PRESS MONITOR

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HSIL unveils moonbow water purifiers

Hyderabad, September 21

HSIL Ltd has launched its moonbow range of water purifiers in five variants here.

Announcing the launch at a press conference on Wednesday, Rakesh Kaul, President & Chief, Consumer Business, said the company was aiming for 10 per cent market share in the next three years in the segment. The products launched are priced between ₹12,990 and ₹26,990. The revenue earned last year from the segment was ₹60 crore. "Our growth will be driven by water heaters, air-coolers and water purifiers," he said. According to Kaul, the reverse osmosis water purifiers market is estimated at ₹4,000 crore and has been growing at over 20 per cent a year. OUR BUREAU