

HSIL to invest over Rs 150-cr on water and air products expansion

CHANDIGARH Hindustan Sanitaryware & Industries Limited, known as HSIL Limited will invest over Rs 150-crore on its air and water purifier products market expansion, research and development facilities, marketing and distribution network in the country over the next three years period.

This was disclosed by Rakesh Kaul, President, HSIL Ltd while launching the new range of air purifier products under the brand 'Moonbow' here on Thursday. The need for expansion is felt due to rapid increase in demand of air and water purifiers products, he said.

Besides setting up units for manufacturing water purifiers in Manesar (Gurugram) and Gujarat the company is also contemplating to set up assembly line of air purifier products in the country keeping in view the problem of rising pollution and demand for such products and to provide these products to customers at reasonable rates, he stated. The market for air purifiers at present is estimated at Rs 300-crore which is likely to increase to over Rs 1200-crore by year 2020. The market will also witness another new range of air and water purifiers products from the company in next six months, Kaul said.

Elaborating about new air purifier product launched here, he said it is a stylish and compact room air purifier with five stage filtration which comes with a PM 2.5 meter and air quality indicator that keeps a track on the air quality in the room.