

**PRESS MONITOR**

Publication : ET Brand Equity  
 Edition : Online  
 Date : February 17, 2017

Link: <http://brandequity.economictimes.indiatimes.com/news/advertising/moonbows-ab-india-peeyega-achcha-ad-campaign-aims-to-break-socio-economic-barriers/57198502>

# Moonbow's 'Ab India Peeyega Achcha' ad campaign aims to break socio-economic barriers

*Moonbow's 'Accha Paani Share Karna Acchi Aadat Hai' ad campaign has been conceptualised by Contract Advertising*

ETBrandEquity | February 17, 2017, 10:10 IST

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Moonbow, the umbrella brand from Sanitaryware Company HSIL Limited launched their new TVC campaign today 'Ab India Peeyega Achcha' for their water purifiers.

The TVC narrates the story about the innocence of childhood as children from different socio-economic background play together and TVC narrates the story about the innocence of childhood as children from different socio-economic background play together and share water since 'Accha Paani Share Karna Acchi Aadat Hai'. The new TVC visibly captures Moonbow's initiative to highlight that everybody irrespective of their race, caste or creed is entitled to pure drinking water.

Speaking on the new brand campaign, Rakesh Kaul, president, consumer products division, HSIL Limited, said, "One of the biggest challenges in India today is access to clean drinking water. With this TVC, we perfectly capture the brands commitment towards providing consumers across India with clean drinking water. The TVC will play on primetime TV slots across general entertainment channels, select English and Hindi news and movie channels from 14th February 2017 onwards." TVC will play on primetime TV slots across general entertainment channels, select English and Hindi news and movie channels from 14th February 2017 onwards."

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