



## PRESS MONITOR

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### Moonbow launches their TVC 'Ab India Peeyega Achcha'

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By HBI Staff | New Delhi

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

The 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."