

PRESS MONITOR

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Moonbow urges India to drink clean water with launch of TV Commercial

KT NEWS SERVICE

JAMMU, Feb 18 Moonbow, the umbrella brand from leading Sanitaryware Company HSIL Limited launched their new TVC campaign today - 'Ab India Peeyega Achcha' for their water purifiers.

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 con-

sumers across India with clean drinking water. The TVC will play on prime time TV slots across general entertainment channels, select English and Hindi news and movie channels from February 14 onwards." Translating the product thought of 'Ab India Peeyega Achcha' on to a story line came from the life insight, that children see no barriers. Marrying the same to the aspiration of the brand to make good drinking water accessible to all. The TVC celebrates and demonstrates the same through its story line. Invoking the emotions of oneness that is

fuelled even more in the social fabric of the country today. It is a simple story that begins in the kitchen of a home where a kid takes off to play with a bottle of water from the Moonbow water purifier to the playing field. The kid sees a bunch of boys as spectators, and invites one of them to play, after a demonstration of his skill. Soon the other boys other boys are also invited to play. The TV commercial ends on a high note of sharing water because when you have something good you share it with others, instilling the spirit of oneness.