

PRESS MONITOR

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Moonbow Cheers For Mumbai City FC At ISL 2016

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moonbow, the umbrella brand from leading Sanitaryware Company, HSIL Ltd. has joined hands with Mumbai City FC as their official water purification partner for Indian Super League 2016. The team co-owned by ace Bollywood actor Ranbir Kapoor has a star studded line up of footballers including Indian captain and striker Sunil Chhetri, Matias Defederico, Pronay Halder and Ashutosh Mehta.

The third season of country's most celebrity-studded sports event will witness millions of zealous fans and footballers who will come together to celebrate the spirit of sportsmanship. The eleven-week football league, scheduled from 1 October to 18 December 2016, features Indian and international players in eight teams playing 61 matches in eight cities across the country.

This association presents moonbow with a fantastic platform to connect with their consumers through football, the most popular sport in the world. In India, sports is picking up as a genre and connects well especially with the younger age group thus creating a perfect opportunity for moonbow to garner eyeballs and bond with today's generation. Fuelling the excitement and the building the momentum of the brand promise of 'Expect the unexpected', moonbow has gone a notch ahead by associating with the leading football club this season.

Mr. Rakesh Kaul, President & Chief, Consumer Business, HSIL Ltd., said, "As a football aficionado myself, it gives me immense happiness to announce our partnership with Mumbai City FC for this season of ISL 2016. The team has an incredible line up of footballers and some of the best talent in the sub-continent and I believe that we have a winner on our hands. This association brings in fresh energy, youthfulness and vitality required to imbibe our brand promise of moonbow which is 'Expect the unexpected'. I am looking forward to watch the matches in Mumbai."

Commenting on the association, Indranil Das Blah, CEO of the Mumbai City FC team co-owned by actor Ranbir Kapoor, said, "I am very excited to announce this partnership between Mumbai FC and Moonbow Water Purifiers to be the Official Water Purification Partners of the team. Football has garnered a lot of traction owing to previous seasons of ISL and it is extremely heartening to see an Indian owned conglomerate like HSIL invest and promote young talent in the country."

As part of its association with the Mumbai FC league, moonbow will execute a campaign with the ATL elements like television and print accompanied various in-market promotions such as POS merchandise and on-ground presence at the matches and social media activations.