

HSIL Limited Tackles the Struggle for Clean Air and Water in Maharashtra with Moonbow Air & Water Purifiers

- ***Aims To Be Amongst the Top 3 Players in the Air & Water Purifier Segment by FY 2018-2019***

Pune, 11th January 2017 - HSIL Limited, with a rich legacy of over 55 years in its sanitaryware segment, is set to expand its consumer products base across Maharashtra to spread the message about clean air and water. Leveraging the power of the Hindware brand, the company introduced the brand Moonbow at the end of 2015 to tap the burgeoning home appliances category with a range of air and water purifiers. Taking forward the brand promise of 'Expect the Unexpected', Moonbow purifiers offer a healthy lifestyle to the discerning consumers and cut across socio-economic sectors in India to provide clean air and drinking water to all. The brand has an extremely aggressive strategy where it aims to capture 12-13% market share in the coming three years.

India is a developing country where one of the biggest challenges is access to clean air and drinking water for the masses. Tens of thousands of Indians die every year due to complications arising from polluted air and water. However, currently, air and water purification market is mostly concentrated in metros and large cities. HSIL with its vast pan-India distribution network looks forward to penetrate the metros, sub metros & tier 2 markets and aims to capture a sizable market share.

Moonbow air purifiers are powered by Puri5 technology, which is a 5-stage filtration process that cleans air and kills almost every pollutant present in the surrounding area. Powered by True HEPA filters which remove microscopic particles from air as small as 0.3 microns and Activated Charcoal filter which is used in conjunction captures all gases and odours. There are 5 variants of room air purifiers available, catering to the needs of different-sized rooms. The most recently launched variant is a testament to the brand's commitment to technology as it comes with a built-in PM 2.5 meter and Air Quality Indicator that keeps a real time track of the air quality of a room. It measures the PM 2.5 level of a room and shows the reading in the digital display of the purifier. After the purifier is switched on, this display shows how the pollution level comes down from dirty air to clean and fresh air. Moonbow also introduced a Car Air Purifier that comes with 4-stage purification process with a HEPA Filter and auto-odour sensor that removes almost all allergens, airborne contaminants and bad odour. The car air purifier is priced at INR 6,990 & room purifiers are priced at INR 12,990 upto INR 36,990.

Moonbow water purifiers, launched in August 2016, offer 5 variants – Oceanus Premium, Oceanus, Achelous Premium, Achelous & Ezili. These water purifiers come with Hexapure technology and smart user interface. The water purifiers ensure pure, safe and healthy drinking water, along with an elegant look that enhances decor of the kitchen. They are priced from INR 12,990/- to INR 26,990/-.

Speaking at the meet in Pune, Mr. Rakesh Kaul, President and Chief -Consumer Products Business, HSIL Limited said, *"Rising air pollution has directly led to an increase in sales of air purifiers in India on a year-on-year basis as now the customers see it as a necessity and not a luxury. Maharashtra is an important market for HSIL. We introduced our range of air purifiers last year and have seen tremendous growth in sales over this period. Moonbow Water purifiers are new to the market and therefore we are aggressively working on expanding our distribution network here. Moonbow purifiers are sleek and*

stylish-looking and are backed by the latest technologies making them extremely efficient as we strive to heavily invest in R&D.”

Both Moonbow air and water purifiers are available on various e-commerce platforms such as Amazon, Flipkart, Snapdeal, etc. as well as brick-n-mortar outlets like Croma, Reliance Digital and Metro, Moonbow offers extended one plus one year warranty on air purifiers and one year warranty on water purifiers and boasts of a unique before-and after- sales service starting from a pre-sales demo at the residence of a prospective consumer to installation. The brand aims to aggressively expand its distributor and retail network across India with a robust expansion plan. Further, HSIL is heavily investing in R&D, infrastructure, advertising, etc. to cater to the growing consumer needs and is further looking out to create best-in-class, state-of-the-art plants for timely production of different categories of purifiers.

ABOUT HSIL LIMITED

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware industry and is the 2nd largest in ‘container glass’ in South India. HSIL limited has three business segments namely Building Products Division having Sanitaryware products under brands like Queo, hindware Italian Collection, hindware Art, Benelave, Raasi, Amore & home decor solutions under Evok; Packaging Products Division under Associated Glass Industries & Garden Polymers; and Consumer Products Division having home solution products under brands such as hindware Kitchen Ensemble, hindware Atlantic, hindware Snowcrest, Moonbow & hindware Vents.

ABOUT MOONBOW

The brand ‘moonbow’ was introduced in December 2015 by HSIL Limited, with the launch of an exclusive range of air purifiers. Currently Moonbow offers 5 state-of-the-art variants of room air purifiers and an ultra-modern car air purifier. In, August 2016, the brand launched exceptionally well designed water purifiers for the Indian consumers.

‘Moonbow’ was honoured with the prestigious ‘Brand of the Year - Emerging No. 1 2016’ award at The Pride of India Awards held by World Consulting and Research Corporation (WCRC) in December 2016. The brand is at a very nascent stage but aims to be amongst the top 3 players in India over the next five years.

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