

PRESS MONITOR

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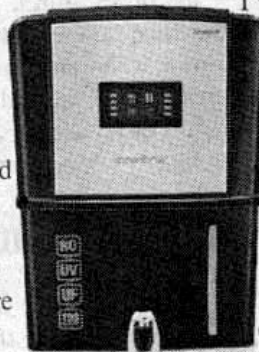
Moonbow urges India to drink clean water with the launch of their TV Commercial

Redefines Water Purifier Space through Ad Campaign 'Ab India Peeyega

Jammu, 18 Feb:

Moonbow, the umbrella brand from leading Sanitaryware Company HSIL Limited launched their new TVC campaign today 'Ab India Peeyega Achha' for 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, Mr. 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.



Translating the product thought of 'Ab India Peeyega Achha' 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. According to the Director Aman Sachdeva, whose recent work includes TVC's for OPPO phones with Hrithik Roshan, Akash Digital, Nestle and Ministry of Power, said, "I had a good time working on the Moonbow TVC." Quoting on the TVC, Team Contract, said, "In a fairly cluttered market, where every brand spoke of technology and gave rationale to why their water purifier works seemed very similar to each other. The idea really qualitatively talks about the collective spirit with 'Ab India Peeyega Achha'. While the broader theme was about Sharing is good, and with Moonbow Water Purifier, you share good water no matter who you are sharing it with."