

Publication : This Week Bangalore  
Edition : Online  
Date : October 12, 2016

Link: <http://www.thisweekbangalore.com/moonbow-cheers-for-mumbai-city-fc-at-isl-2016/>

## 'MOONBOW' CHEERS FOR MUMBAI CITY FC AT ISL 2016

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***moonbow Water Purifier becomes the official water purification partner of the team co-owned by Bollywood Actor Ranbir Kapoor***



Print

**Bangalore, 12<sup>th</sup> October 2016:** *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.