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# Moonbow plans big to be among top purifier brands

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Hindustan Sanitaryware & Industries, which has entered the water and air purifiers market under the brand Moonbow, is planning to set up its own factory in the country. Aiming to be among the top three players, the company is aggressively strategising to capture 12-13 per cent market share and target a sales turnover of Rs 500 crore from water purifiers business and Rs 120 crore from air purifiers over the next three years. "The company is planning to set up a state-of-the-art factory in India to produce a range of water and air purifiers to aggressively tap this growing market in the country," Rakesh Kaul, president and chief, consumer products business at Hindustan Sanitaryware & Industries told Financial Chronicle.