

**PRESS MONITOR**

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## Moonbow Urges to Drink Clean Water with the their new TVC campaign

**M**oonbow, the umbrella brand from leading Sanitaryware Company HSIL Limited launched their new TVC campaign today 'Ab India PeeyegaAchcha' 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 'AcchaPaani Share KarnaAcchiAadat 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 brand's commitment towards providing consumers across India with clean drinking water. The TVC will play on prime time TV slots across general entertainment channels, select English and Hindi news and movie channels from 14th February 2017 onwards." Translating the product thought of 'Ab India PeeyegaAchcha' 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. The TVC celebrates and demonstrates the same through its story line. Invoking the emotions of oneness that is fuelled even more in the social fabric of the country today.

