



## Press Release

### **HSIL voted as the consumers' first choice**

#### ***Awarded Readers Choice Award for Innovation & Use of Technology into Bathrooms***

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Delhi, September 21, 2016: Adding another feather to its cap, HSIL, the renowned sanitaryware and bathware brand, was recently awarded the ***Readers Choice Award for Innovation & Use of Technology into Bathrooms*** at the *Construction Week India awards 2016*, in Delhi.

HSIL has been chosen by virtue of its unique value propositions and attributes, having successfully reinforced a profound and meaningful connect with its customers. Their new Innovation & Technology engagement not only gives customers a unique experience and preference, but also a different approach towards choosing their bathroom outfit which has been widely accepted by the readers.

Attending the award ceremony, **Mr. Sandip Somany, JMD, HSIL Ltd**, said, *'It is a great achievement for HSIL and the entire team. Winning this recognition, tells us we are in the right direction. Being awarded as the 'Readers Choice Award for Innovation & Use of Technology into Bathrooms' testifies our commitment in developing new and innovative products that meet the needs of our consumer. The award recognition thus holds pride of place in our hearts as we have managed to satisfy consumer needs. It is also a great motivator moving ahead, and we are confident that HSIL will continue to power ahead with the same passion and commitment towards its consumers.'*

From consumer perspective, the 'Readers Choice Award' says a lot about the trust that the brand holds, given the plethora of options and choices available in today's market and economy. As for businesses and product innovation, it is a matter of great pride for the company and reinforces product development efforts which are deep rooted in consumer insights.

#### **About HSIL Limited:**

HSIL Limited constitutes two primary business divisions, Building Products and Container Glass. Within the 'Building Products Division' the product line includes; sanitaryware, faucets, wellness and other allied products, and consumer products. The product basket is available in the market under the brands; Queo, Hindware Italian Collection, Hindware Art, Hindware, Amore, Vents and Benelave. The "Container Glass Division", second largest today, constitutes glass & PET bottles, available under AGI and Garden Polymers respectively.



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