

# Moonbow bolsters its Product Portfolio, Launches Economically-priced Alpheus Water Purifier



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Bangalore: The brand Moonbow from the house of HSIL Limited, makers of iconic brand Hindware, has expanded its product portfolio of water purifiers with the launch of the affordably priced & artistically crafted Alpheus water purifier. This water purifier comes with technologically advanced features such as five-stage purification process and mineral fortification at a convenient price of INR 9,990/-. The beautifully crafted Alpheus water purifier, is efficiently designed to enhance the look of the kitchen with its glossy body finish.

The Indian water purifier market, divided into household and institutional segments, is set to reach \$4.1 billion by 2024 as compared to \$1.1 billion in 2015. The household segment is expected to register an impressive CAGR of 15.5 percent due to the growing demand for affordable and portable water in India. The average Indian household is expected to play a critical role in shaping the trajectory of the India water purifier market. Keeping this in mind, Moonbow forayed into the economical water purification segment for the masses with the launch of Alpheus.

Mr. Rakesh Kaul, President, Consumer Business, HSIL Ltd. said, "India faces a great challenge when it comes to accessibility to clean drinking water. With the launch of Alpheus, we are giving our consumers the opportunity to avail the advanced features like RO, TDS removal up to 1800 ppm and LED indicators for power, purification and tank full, with a superb design and attractive end consumer price."

He further added, "It's not just about clean drinking water, but about making drinking water healthy by inculcating mineral fortification technology. This technology adds essential minerals to the water which enhance its taste and improves its quality as well."

HSIL Limited entered the water purification segment with the launch of Moonbow Water purifiers in August 2016. Till date, 4 different models have been launched priced between INR 9,990/- to INR 21,490/-. Moonbow water purifiers are available at e-commerce platforms such as Amazon, Flipkart, Snapdeal, etc. as well as brick-n-mortar outlets like Croma, Reliance Digital and Metro, etc. along with presence in retail trade market. Moonbow offers one year warranty on water purifiers and boasts of a unique before-and after- sales service starting from a pre-sales demo at the residence of a prospective consumer to installation.