

## **Moonbow launches technologically superior Oceanus 3000 water purifier through an exclusive tie-up with Flipkart**

- *Moonbow aims to be amongst top three players in the water purification segment by 2020*
- *Oceanus 3000 ensures TDS removal of up to 3000 ppm and comes with an in-built Veggie Pure Tray*

**Kolkata, 6<sup>th</sup> October 2017:** Moonbow from the house of HSIL Limited, has expanded its product portfolio of water purifiers with the launch of stylish and technologically advanced Oceanus 3000. The water purifier has been launched exclusively through a tie-up with Flipkart. This segment has been performing well through its online business and believes this channel is important for the brand's growth which will help to reach out to a larger set of consumers. The water purifier will be subsequently available across the retail outlets including Croma, Reliance Digital, etc. post Diwali.

Priced at INR 24,990/- the newly launched water purifier is the most advanced Ultra RO model from the brand, and is equipped with the latest Hexapure Technology with Anti-scalant filter, which enhances the life of RO membrane by protecting it against scale formation. The seven stage purification process ensures that water with TDS up to 3000 ppm is also 100% RO+ UV + UF purified. Oceanus 3000 provides added benefits of mineral fortification which makes the water nutritious by adding essential minerals lost during the RO process. Available in sleek and attractive premium black finish, it comes with a touch sensitive smart consumer interface and an inbuilt Veggie Pure tray which helps to conveniently wash fruits & vegetables with RO purified water. Smart features like clock display with digit navigator, failure alert, filter replacement, tank full indicator, etc. make this RO stand apart.

**Mr. Sandip Somany, VCMD, HSIL Limited,** during the launch in Kolkata, commented, *“The growing demand for clean water in Indian households is expected to play a critical role in shaping the trajectory of the India water purifier market. Currently, the water purification market is approximately INR 4000-4500 crore and is poised to grow at a CAGR of 20% between 2016 to 2024. This growth creates the right impetus for a brand like Moonbow to actively pursue this segment and introduce affordable, high-quality products to meet the growing and evolving need of consumers. Utilizing our vast pan India distribution network, we look forward to reaching out to customers across the country and capture a sizable market share.”*

**Mr. Rakesh Kaul, President, Consumer Product Division, HSIL Ltd.** said *“We believe that innovation is the key to stay ahead of the curve and to offer products to cater to the evolving demands of consumers. We have been continuously investing in new technology and designs that promise entirely new experiences to users and have launched 5 water purifier variants over the last one year with differentiated technology like Hexapure and a patented limited auto fill function. We have also tied-up with Flipkart for an exclusive launch of Moonbow Oceanus 3000, with an aim to tap the surge in demand for products online and enhance customer convenience. The latest product will be an extremely valuable addition to our existing product portfolio and will help us penetrate deeper in the Indian market.”*

**Commenting on the exclusive launch, Mr. Sandeep Karwa, Head - Large Appliances, Flipkart,** said, *“At Flipkart, we constantly endeavor to bring the most innovative technology, better choices and a richer experience to keep our audiences excited. Moonbow has already listed its range of air purifiers & water*



*purifiers at the online portal, and we are extremely excited to extend this association with the exclusive launch of Moonbow Oceanus 3000 DigiSense RO. Moonbow's best-in-class technology which stems from the 57 year old legacy of HSIL Limited, coupled with our wide reach, seamless affordability levers and reliable delivery capabilities, will certainly appeal to our large and growing customer base who are increasingly beginning to realize that pure drinking water is a necessity and the need of the hour."*

Moonbow water purifiers are available across multiple retail formats including all key e-commerce platforms such as Flipkart, Amazon and Snapdeal, brick and mortar stores like Reliance Digital, Metro Cash & Carry, Croma. In addition to it, the water purifiers will also be available across general retail distributors with a network of 400 distributors, 5500 retailers and 350 modern trade outlets. To ensure smooth after sales service, the brand has invested in a robust network of more than 350 technicians and 200+ service centers servicing 600+ cities in India.

#### **ABOUT HSIL LIMITED**

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware industry and is the 2nd largest in 'container glass' in South India. HSIL limited has three business segments namely Building Products Division having Sanitaryware products under brands like Queo, hindware Italian Collection, hindware Art, Benelave, Raasi, Amore & home decor solutions under Evok; Packaging Products Division under Associated Glass Industries & Garden Polymers; and Consumer Products Division having home solution products under brands such as hindware Kitchen Ensemble, hindware Atlantic, hindware Snowcrest, Moonbow & hindware Vents.

#### **ABOUT MOONBOW**

Moonbow by HSIL is a consumer facing brand that creates products which are beyond one's imagination. The brand 'moonbow' was introduced in December 2015 with the launch of an exclusive range of air purifiers. Currently Moonbow offers 5 state-of-the-art variants of air purifiers. In, August 2016, the brand launched exceptionally well designed water purifiers for the Indian consumers.

'Moonbow' was honored with the prestigious awards like 'Brand of the Year - Emerging No. 1 2016', Asia's Most Promising Brands 2017, etc. The brand is at a very nascent stage but aims to be amongst the top 3 players in India over the next five years.

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