

**PRESS MONITOR**

Publication : Duniya Khabar  
Edition : Bhubaneswar  
Date : February 23, 2017

---

## **HSIL Limited strengthens its consumer products division, launches a colorful range of HindwareSnowcrest Air Coolers**

HSIL Limited, promoters of brand hindware - the leader in sanitary ware market in India, today announced the launch of their latest line of air coolers with changeable colorful front panels under their brand HindwareSnowcrest. The latest line of air coolers unveiled will bolster the versatile and comprehensive Consumer Products Division of HSIL. The growing market of air coolers of INR 3,650 crores currently has a low penetration of 10%, however it is witnessing a volume CAGR of 16% from FY14-FY17. With the organized market contributing to only 1/3rd of the market, the range of air coolers will help HSIL propel its presence.

The new range of air coolers launched under - Desert, Personal and Window categories are available in fourteen models ranging from 18 liters to 100 liters. The changeable color panels available in select models come in three colors as of now - premium purple, brick red & icy grey. With a high air delivery rate of up to 3800 m<sup>3</sup>/hr., the series is engineered to consume less power and produce exceptional cooling comfort. The trendy coolers range starts from INR 8,990/- and goes up to INR 17,990/