

PRESS MONITOR

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HSIL Limited strengthens its consumer products division, launches a colorful range of Hindware Snowcrest Air Coolers

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Hindware Snowcrest aims to be among the top 3 players in the market by 2020

Bangalore, February 21st, 2017: HSIL Limited, promoters of brand hindware – the leader in sanitaryware market in India, today announced the launch of their latest line of air coolers with changeable colorful front panels under their brand Hindware Snowcrest. 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.