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HSIL launches Hindware Snowcrest Air coolers

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Hindustan Sanitaryware & Industries Limited (HSIL), promoters of brand hindware, the leader in sanitary ware market in India, today launched their latest line of air coolers with changeable colorful front panels under their brand Hindware Snowcrest. Talking to newsmen after the launch, HSIL Vice Chairman and Managing Director Sandip Somany said that the overall market of aircoolers size was Rs 3650 crore for both organised (Rs 1400 crore) and unorganized (Rs 2250 crore) with a growth rate of 16 per cent in the country. The organised sector was contributing to only one third of the market, the range of air coolers would help HSIL propel its presence, he said.

He said that the company has targetted to achieve 10 per cent market share during the next three years and reach 15 per cent over next five years with the earning revenue of Rs 400 crore to Rs 500 crore.

Mr Sandip said a sanitary ware manufacturing unit constructed at a cost of Rs 150 crore will be ready by end of March. Another unit manufacturing of plastic pipes, constructed at a cost of Rs 147 crore will be ready by April this year, he said.

While explaining Hindware Snowcrest Air coolers, Mr Sandip said the new range of air coolers launched under “desert, personal and window categories were available in fourteen models ranging from 18 liters to 100 liters. The changeable color panels available in select models come in three colours as of now “premium purple, brick red & icy grey. With a high air delivery rate of up to 3800 m³/hr, the series was engineered to consume less power and produce exceptional cooling comfort. The trendy coolers range starts from Rs 7,990 and goes up to Rs 17,990, he added.