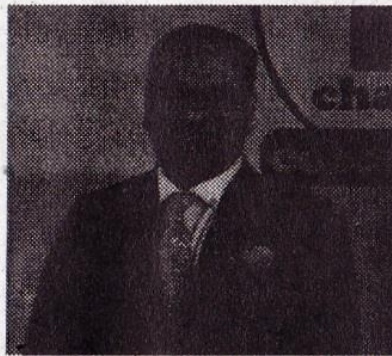


**PRESS MONITOR**

Publication : Nagpur Post  
Edition : Nagpur  
Date : March 03, 2017

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



**New Delhi:** 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 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.

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.