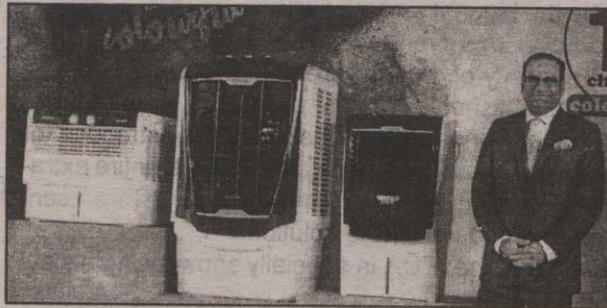


PRESS MONITOR

Publication : Power of Voice
 Edition : Pune
 Date : March 01, 2017

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



Pune (Voice News Service):- 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.

Speaking at the launch, Mr. Sandip Somany, VCMD, HSIL Ltd. said, "Superlative design, innovation and unbeatable quality form the core of HSIL business philosophy. With an aim to

grow Consumer Business manifolds and to be a leader in the category, we will continue offering top-of-the-line products to our consumers. The products under consumer products division have generated volumes for us, and have helped us to reach out to a newer target audience, and we are excited to see that our strategy is on the right track and paying results."

Mr. Rakesh Kaul, President, Consumer Business, HSIL Ltd. said, "We did a soft launch of air coolers in March 2016 which gave us encouraging results. With the launch of the state-of-the-art air coolers range today; we expect even better results. These unique and stylish air coolers with changeable color panels, interpret a new benchmark in air coolers segment and its contemporary design idiom showcases the passion we have towards providing our customers with the best in class products."

Utilizing their vast distributor network pan India, HSIL intends to go all out in maximizing consumer touch points for Hindware Snowcrest Air Coolers across 4000 retail outlets. The cooler will also be sold through e-commerce platforms such as Amazon, Flipkart, Snapdeal, etc. as well as brick-n-mortar outlets like Reliance Digital, Walmart, Spencers, Metro, etc.