

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

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

New Delhi, 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.

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 m³/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/-.

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.”*

He further added, *“It remains our endeavor to continuously drive value by adding new products and adding new variants to retain customer interest in the brand. We plan to introduce more variants this year under the water & air purification categories and kitchen appliances category apart from consolidating our strength in water heaters segment. With the positive sentiment owing to recent budget announcement and a resurgence of customer sentiment, we have a positive outlook for the remainder of the year.”*

With their smart craftsmanship and design, the [Hindware Snowcrest](#) air coolers promise to set a new benchmark in the segment with its technological and aesthetical advancement. The first of its kind, graceful and changeable color panels, not only provide the consumers an opportunity to showcase their individual style, but also blends seamlessly with the interiors. The air coolers are imbued with a unique Anti-Skid Top Cover which provides additional grip and storage for placing objects, and a distinctive ice chamber which helps in faster cooling of the room. The coolers launched under Desert, Personal and Window categories, also come with 4-way air deflection and digital display panel with remote operation for fan, speed and timer control. In personal cooler model, a pocket is provided for placing the remote & stylish handle at top helps in easy placement of the cooler. Many other smart features like shut louvers, dust filter, etc. make the product stand class apart.



hindware

SNOWCREST Air Coolers

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 over 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, Wallmart, Spencers, Metro, etc.

With strategic expansion into the consumer products, HSIL forayed into kitchen appliances category under the brand [Hindware Kitchen Ensemble](#). Further expanding the consumer products portfolio, HSIL entered into association with Groupe Atlantic of France bringing [Hindware Atlantic water heaters](#) into the Indian market. With both of these categories performing remarkably, HSIL entered air coolers market with the brand – [Hindware Snowcrest](#) and into purifying solutions with brand Moonbow.

**Product note is attached which share information on the product specifications.*

ABOUT HSIL LIMITED

[HSIL Limited](#), a listed company, is the leading player in the Indian sanitaryware industry and is the 2nd largest in ‘container glass’ in South India. HSIL limited has three business segments namely Building Products Division having Sanitaryware products under brands like Queo, hindware Italian Collection, hindware Art, Benelave, Raasi, Amore & home decor solutions under Evok; Packaging Products Division under Associated Glass Industries & Garden Polymers; and Consumer Products Division having home solution products under brands such as [hindware Kitchen Ensemble](#), [hindware Atlantic](#), [hindware Snowcrest](#), Moonbow & hindware Vents.

For further information please contact:

Weber Shandwick

Aakansha Gahlot

Email: AGahlot@webershandwick.com

Mobile: +91-9375080320