

Racold water heater bags the prestigious, “Superbrands 2019” Award

October 17, 2019: Racold, India’s largest water heating solutions provider has added another feather to its cap by bagging the prestigious, “**Superbrands 2019**” award. Racold is the only brand in the water heating category to be selected as a Superbrand for 2019 after an extensive online consumer voting process.

Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands status strengthens a brand's position, adds prestige and reassures consumers and suppliers that they are buying the best brand in its category.

Speaking on this, **Mr. Mohit Narula, Managing Director, Ariston Thermo India Pvt. Ltd.,** said, “It’s a matter of great pride and honor to be recognized as India’s Superbrand and to be awarded the most respectable universal seal of enduring excellence. It’s a testimony of our continuous efforts and deep commitment to creating products that resonates with our customers. The credit goes to our entire team for this recognition without which this would not have been possible.”

Mr. Prashant Dhar, Vice President- Marketing and E-Commerce at Ariston Thermo Group, Indian Subcontinent, further commented, “Getting this prestigious title in itself is a very remarkable achievement. Backed by a deep understanding of evolving consumer needs and our strong global expertise, Racold has been the frontrunner of technology in water heating. The title of “Superbrands” is a reiteration of our ability to constantly innovate and provide value to our consumers.”

Super brands is a global organization present in 86 countries is dedicated to recognize, showcase and pay tribute to the best brands in each country. It recognizes the relentless efforts to build brands strong on consumer perceptions thus making them more resilient to fluctuating economic conditions.

About Ariston Thermo Group:

Ariston Thermo is a leading global company in the water heating and heating industry. The Group develops and provides solutions based on renewable energy sources, such as solar thermal systems and heat pumps, through a continuous investment in innovation for the development of increasingly advanced connectivity systems. In 2018, the Group recorded a turnover of € 1.61 billion and sold 8 million products in over 150 countries, with 6,800 employees, 66 operating companies and 5 representative offices in 40 countries, 27 production sites in 15 countries and 23 centres of competences and R&D in 14 countries. The Group offers a full range of products, systems and services, mostly under the brands Ariston, Elco, Chaffoteaux, Atag, Racold, NTI and HTP. The goal of Ariston Thermo is to look at the future of thermic comfort, offering an optimal combination of quality, energy savings and care for the environment.

About Racold:

Racold brand is India's largest water heating solutions provider. Delighting customers by providing water heating solutions with a customer-centric approach.

Racold's electric water heaters are energy efficient, innovative and best in class for storage and instant water heating solutions. Racold offers end-to-end solar water heating solutions to suit specific requirements in different markets. It provides customized solutions for industrial, residential, health care, educational and special applications. It also offers gas water heating solutions and heat pump water heaters.

The Racold brand is licensed to Ariston Thermo India Private Ltd. which is responsible for marketing, sales and service of "Racold" products in India.

For further information log on to www.racold.com and <http://www.aristonthermo.com/en/>

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