

Racold creates election awareness with #ShowerDecision campaign

April 26, 2019: Racold, a water heating solutions company on Friday launched election focused, #ShowerDecision campaign to create awareness among the Indian voters during the ongoing elections. The campaign looks to encourage the voter to go out and vote.

The high impact social media campaign also tells voters to share a selfie with their inked finger. "A hot shower enables us to refresh our thoughts and think clearly, helping us make the right decision," the campaign said.

Speaking on this campaign, **V Ramnath, managing director, Ariston Thermo India**, said, "Voting is a fundamental right of every citizen that he/she needs to exercise with a clear mind to choose their leaders of tomorrow. This campaign emphasizes the transformative quality of hot shower from Racold to have clarity in thought thus enabling to make informed decisions. It is the natural extension of #ShowerDecision campaign launched last year which was a huge success."

Prashant Dhar, VP, marketing, Ariston Thermo India, said, "This is an extension of the campaign launched in November 2018 which was a great success reaching more than 65 million people with 26 million views, 4.2 million engagement, 3 lacs plus visits and more than 1400 real #ShowerDecisions shared with the brand by real people".

To watch the video, please click the following link:
<https://www.facebook.com/racoldthermoltd/videos/443444919742438/>

About Ariston Thermo Group

Ariston Thermo Group is the global leader in thermic comfort solutions for domestic, commercial & industrial spaces.

All over the world, Ariston Thermo is synonymous with comfort, energy efficiency and respect for the environment, thanks to its high efficiency products, its plants in compliance with the most advanced production standards and excellent pre- and after-sales customer support services.

The €1.57 billion group employs 7000 people worldwide and manufactures over 7 million products per year, and over 36 million components. With 26 state-of-the-art production units in 15 countries, Ariston Thermo Group has a global presence in 150 countries with Ariston as its flagship brand. Over 6 million households choose us every year and more than 250 million people experience the comfort of Ariston Thermo products. The company invested over 79 million Euros across 23 centers of competence in product research and development in 15 countries. The company has significant presence in Europe and Asia, with production sites in Belgium, China, France, Germany, India, Italy, Netherlands, Russia, South Africa, Switzerland, Tunisia, U.S.A, Uzbekistan and Vietnam. There is now a major thrust on renewable energy, through solar water heaters and systems. By 2020, the group aims to have 80% of its business coming from high efficiency and renewable solutions.

About Ariston Thermo India Private Limited

Ariston Thermo India Private Limited, a wholly owned subsidiary of Ariston Thermo Group, Italy, is responsible for marketing, sales and service of “Racold” products in India.

About Brand Racold

Racold as a brand is synonymous with breakthrough innovation, premium quality and complete customer satisfaction. As a further testimony to their continuous delivery on performance, they have been the first to obtain quality and performance certifications as per IEC, CE and other similar International standards.

With a complete range of Electrical, Gas and Solar water heaters and Heat Pumps, Racold provides complete water heating solutions to all the sectors i.e. domestic, commercial and industrial. Racold focuses on consumer insight led innovation which has led to technological features like Programmable cycle, Smart Bath Logic and Eco sense.

Racold is the first water heater brand to be recognized by the Bureau of Energy Efficiency (BEE) successively for the last 8 years. It has won the prestigious National Energy conservation award consecutively 7 times in a row from 2010 to 2016 and the “Most Energy Efficient Appliance of the year” award in 2017. This award has been instituted by BEE in the electric storage water heater category.

Racold has been awarded as the ‘Most Trusted Brand in India’ in water heater segment by the Brand Trust report 2016 based on research conducted by Trust Research Advisory (TRA). The award is a testimony to the dominance that the brand enjoys in the customer minds.

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 <http://www.aristonthermo.com/en/> and www.racold.com

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