

RACOLD launches “ANDRIS” range of water heaters

~ Racold launches perfect square shape Italian designed product range to fall in love at first sight.

~ The premium yet affordable water heater is priced from Rs.7630/-onwards

Mumbai, January 19, 2016: In Mumbai today, Mr. Carlo Andreatini, Director – Rapid Development Countries at Ariston Thermo Group and Mr. V Ramnath, Managing Director, Ariston Thermo India Private Limited together unveiled a new range of electric storage water heaters ‘*Andris*’ under the brand Racold.

Designed by the renowned Italian Designer Umberto Palermo, *Andris* is a premium designed water heater which is meant to enhance the aesthetic of the bath space. The path breaking design is already successful in Vietnam and South East Asia market and is much awaited product of the year in India.

Andris has a titanium enamel coating on its inner tank which provides durability even in the harshest of water conditions. Andris has a minimalistic design which is a perfect balance of geometry and style. The combination of compact design and thick PUF insulation makes it highly energy efficient which is also validated by the 5 star rating from BEE. Andris is also rated 8 bar which enables it to withstand high pressure making it suitable for high rise buildings.

At the occasion, Mr. Carlo Andreatini, Director – Rapid Development Countries at Ariston Thermo Group said, *“Racold has been the leader in the market with a third of the Indian market. We see huge potential in the Indian market and we are committed to grow the market in India. Ariston Thermo is delighted to be part of this launch which will help us strengthen our position in the market”.*

Speaking at the launch event, Mr. V Ramnath, Managing Director, Ariston Thermo India Private Ltd. said, *“There is an emerging trend for designer bathrooms. Bathrooms are*

no longer just a utility space, just like a house or a living room is an extension of one's identity and is seen as a reflection of one's taste, choices and personality. We continue to set the benchmark in the industry by introducing innovative, state-of-the-art technology and aesthetically designed products every year. The new offering bears testimony to our ability of constantly offering innovative and customized solutions based on consumer insights. We continue to invest and look at opportunities on how to expand the category. Our endeavor going forward will be to focus on consumer backed innovation, distribution, after sales service & world class manufacturing".

Andris will be available in the capacities of 10, 15 & 25 liters across two variants Andris Lux and Andris Lux Plus. The price starts from Rs. 7,630/- and is being launched across India.

For more details on the complete range of water heating solutions, visit www.racold.com.

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 1.43 billion group Euro employs 6700 people worldwide and manufactures over 7 million products per year, and over 35 million components. With 20 state-of-the-art production units in 12 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 72 million Euros across 18 R&D centers in 10 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, 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.

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Racold Thermo Private Limited, is also a wholly subsidiary of Ariston Thermo Group, Italy and is responsible for manufacturing and Research & Development of “Racold” products in India. The “Racold” brand is licensed to Ariston Thermo India Private Limited.

The Indian operations include India’s largest and fully integrated water heater plant in Chakan near Pune, Maharashtra that has been operational since 1999. Ever since its inception, Racold, has been setting standards in the Indian Water Heating Industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the products.

About Brand Racold

Racold is a flagship brand of Racold Thermo Pvt. Ltd.. 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 has won the prestigious National Energy conservation award consecutively 7 times in a row from 2010 to 2016. 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 media queries, please contact:

Adfactors PR:

Renuka Nadkarni | 99303 79129 | renuka.nadkarni@adfactorspr.com

Sudeshna Chakraborty | 9879743362 | sudeshna.chakraborty@adfactorspr.com