

On World Energy Day, Racold encourages consumers to use smart home appliances

Mumbai, October 22, 2020: The COVID-19 pandemic has impacted not only the businesses but also our lives and the environment we live in. The domestic energy consumption has significantly increased due to national lockdown and the forced work from home. As natural resources and materials get depleted and threatening our environment, there is a crucial need for energy and environmental management and conservation at not just global levels, but on individual levels as well. This World Energy Day, Racold, India's largest provider of water heating solutions, encourages consumers to choose energy efficient smart products and use them responsibly.

Everyday appliances like fans, TVs, refrigerators, air-conditioners and water heaters account for about 50-60% of the total residential electricity consumption in India. Hence, it becomes important to opt for smart and right devices to make a greener and sustainable future. Staying true to its commitment towards creating energy-efficient and eco-friendly products, Racold offers state of the art products which are not only technologically advanced but are highly durable. The solar water heating system from Racold is designed keeping international standards in mind for optimum energy absorption and high efficiency. Having said that, the Racold range of water heaters viz. CDR DLX, CDR Swift, Buono Pro and Omnis, in the electric storage water heater category, select models from the above have BEE 5-star rating making it extremely energy efficient and are likely to keep your electricity bill in check too.

Elaborating on this, **Mr. Mohit Narula, Managing Director, Ariston Thermo India Pvt. Ltd.** - **commented**, "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 product. At Racold, we have placed energy efficiency at the heart of our sustainable growth strategy and we are deeply committed to energy conservation. This strategy has further solidified with the recognition and accolades bestowed upon Racold which are also a testimony to this commitment towards creating awareness about the environment and energy efficiency among its customers and society at large."

Racold has continued to win the prestigious "BEE" The Bureau of Energy Efficiency Awards for nine times as a result of the company's constant endeavours. The Bureau of Energy Efficiency (BEE), under the Ministry of Power, regulates and promote energy efficiency and conservation in India. These awards recognize innovations and achievements towards energy conservation by industries and manufacturers of BEE star labelled appliances. These awards reflect Racold's innovations in creating sustainable designs that best suit the new age world and consumers.

A leader in the water heating segment, the company has curated complete renewable solutions for hot water and provide smarter solutions for smarter, greener homes. Some of the water heaters can also be controlled remotely through apps and smartphones. These ensure the delivery of comfort to consumers, optimise energy consumption while simultaneously ensuring efficient performances and long-term durability.