

## Racold wins Most Energy Efficient Appliance of the Year

*Bureau of Energy Efficiency (BEE) confers the prestigious award in the storage water heater category*

**Pune, December 14, 2017:** Racold, India's largest provider of water heating solutions has been conferred the "Most Energy Efficient Appliance of the Year" Award in the storage water heater category. It is the only brand in the category to receive this award.

The prestigious award by Bureau of Energy Efficiency was presented to Racold's Head of Research and Development, Mr. Abhijit Banshelkikar by the Hon'ble Minister of State (I/C) for Power and New & Renewable Energy, **Shri R. K. Singh with the chief guest as Hon'ble President of India, Mr. Ram Nath Kovind** at a glittering ceremony in Delhi.

The Bureau of Energy Efficiency, Ministry of Power felicitated the winners out of 322 energy efficient companies from select sectors across India. The BEE recognizes innovation and achievements in energy conservation by industries and manufacturers of BEE star labeled appliances.. The awards are also recognition of their demonstrated commitment to energy conservation and efficiency. The award is under a new category of awards which has been introduced this time as "Appliance of the Year", which recognises the most energy efficient model in six product categories of Air Conditioner, Ceiling Fan, Refrigerator, Storage Water Heater, Television and Pumps.

This is the 8<sup>th</sup> consecutive BEE win for Racold with the first BEE award being conferred in 2010.

As a part of its key strategic initiatives, Racold has successfully created awareness about environmental consciousness among the society at large. Racold has been strengthening year on year, its energy efficient product portfolio in electric storage water heaters, resulting in outstanding growth in its sales of star rated water heaters. Racold's parent company, Ariston Thermo's target is to realize 80% of its total business from highly energy efficient or renewable energy products by 2020.

Speaking about the recent honour, **Mr. V Ramnath, Managing Director, Ariston Thermo Private Limited**, said, "*Racold has placed energy efficiency at the heart of its sustainable growth strategy and is deeply committed to energy conservation. Our product portfolio*

*consists of highly energy efficient water heating solutions that contribute decisively to the reduction of energy consumption without compromising on quality ,efficiency and comfort. We have always worked towards development of the society and are strong advocates of producing energy efficient products for our audience.”*

Racold recently launched a new range of aesthetic storage water heaters , the Andris across the country

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.

A combination of compact design and thick injected PUF insulation makes it a very energy efficient water heater,which is also validated by its 5star rating from BEE . Andris is also rated 8 bar that enables it to withstand high pressure and makes it suitable for high rise buildings Racold has also recently rolled out its latest brand campaign with a social message “caring about your parents”– [#PowerofHotShower](#).