



An 83-year-old Mr. Rangan 'Turns Up the Heat'

With Racold Thermo's campaign

Chennai, February 10, 2016: Chennai-based Deepika Lakshmi Narayanan has emerged as the winner of 'Turn Up the Heat', a two-month long campaign conducted by Racold Thermo Pvt. Ltd., the leading manufacturer of water heaters in the country. This campaign is a unique initiative to celebrate everyday heroes who transform themselves to touch the lives of others. This is in line with the company's brand positioning of 'Reborn Everyday With Hot Water'.

Deepika shared the story on the contribution made by her grandfather Mr. Rangan, an 83-year-old retired professional from Tamil Nadu Electricity Board (TNEB), who helps those families who are unaware about the process of receiving their pensions. In his endeavor, he has helped more than 200 families receive their pensions in time by collecting their documents and submitting it to the relevant offices on their behalf. This is just one of the 54 best selected stories of everyday heroes that have been uploaded on the campaign microsite, turnuptheheat.racold.com, till now. 'Turn Up The Heat' campaign witnessed an overwhelming amount of entries from different parts of India, in the first month, five weekly winners have already been announced on the brand's Facebook page for sharing meaningful real heroes' stories.

Mr. Ramnath Venkataramanan, Managing Director, Racold Thermo said, "We started this unique campaign 'Turn Up The Heat' with a vision to draw attention to everyday heroes who are reborn to give something more to the society, day after day. We are happy to see the results and are truly inspired by the efforts made by these everyday heroes to bring in a change in the society. Racold lives the essence of 'Reborn Everyday' and this campaign has given us an opportunity to share the same passion with our audience."

As a part of the campaign, Racold is giving away gifts worth Rs. 5000 to the weekly winners and for every five goodwill stories that are selected; Racold will donate one water heater to one of the NGO supporting the underprivileged. As of now, five water



heaters have been donated to Rajendra HoneyComb Charitable Trust, Mumbai (Update with the latest donations)

Earlier Racold Thermo successfully conducted award-winning cause marketing led campaigns like Switch2Green campaign and Wake Up Bucket Challenge.

About Racold Thermo

Racold Thermo Pvt. Limited, the Indian arm of Italy's Ariston Group, world's largest company in water heating products and solutions, has India's largest and fully integrated water heater manufacturing plant at Chakan, Pune. The company has a pan India presence with over 12,000 retail outlets and 170 service centers. It has redefined industry standards and set new benchmarks in water heating by enhancing the aesthetics, quality, durability, safety and performance of the product. Racold is the only water heater company in India which has been awarded the BEE award 6 times in a row for its electrical water heaters. The continuous focus on innovation and R&D has resulted in many a "firsts" for Racold. Racold as a brand is synonymous with breakthrough innovation, premium quality and complete customer satisfaction. It has also 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, Racold Thermo Pvt. Ltd provides complete water heating solutions to all the sectors, i.e., domestic, commercial and industrial. Racold Thermo is market leader in the electrical water heater segment in India

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