



Consumers to become smarter by applying ‘Smart bath Logic’ from Racold

- *An innovative consumer centric feature that commits up to 40% electricity saving, bathing customization and saving of time*

Mumbai, October 15, 2015: With smart technology and smart phones getting ever popular, Racold thermo has now introduced an insight based concept called ‘Smart bath logic’ that resonates with today’s smarter generation.

In our fast moving world, the expectation out of every product we use increases by the day and water heater is no exception! To understand these needs, Racold Thermo conducted a usage and attitude research of water heater consumers to study the bathing patterns in India and the water heater’s role. The results of the research clearly indicated importance of

- Power Consumption
- Time taken to heat water
- Ease of use

The research also threw insights on current bathing habits

- 70% of people preferred bucket bath and 30% opted Shower bath
- Consumers using storage water heaters with temperature regulation knob usually kept it on “Max” setting. (Currently the storage water heaters come with a thermostat settings of ‘Min’ & ‘Max’)

In short, the consumer was unable to decipher what was the right setting for their water heater for a comfortable bath. Addressing this need gap, Racold thermo has introduced a new concept called ‘The Smart bath logic’ which allows the consumer to choose & set their water heater as per their bathing preference for a comfortable bath and save upto 40% on electricity consumption. With this concept, the temperature regulation is modified & marked with certain points on it to get the right temperature, right quantity and the desired way of bathing (Shower or Bucket).

By introducing this concept, Racold Thermo has addressed essential need gaps existing in the category and delivers to the consumer on aspects of less consumption of electricity, time conservation and the ease to use!



Sharing his thoughts on the Smart bath logic concept, **Prashant Dhar – Head Marketing** at Racold Thermo says, “The Smart bath logic is yet another innovative step which has strong consumer insight that Racold has introduced in Indian market. Racold, which is known for consumer based innovation has introduced this feature to give our consumers a comfortable and convenient bath as per his need while saving the precious electricity. We are convinced that it will be well received by our consumers.”

Eterno 2, Altro 2 Plus & Eterno Swiftrange of Water heaters from Racold will now be equipped with the ‘Smart bath logic’.

Water heaters from this range are available across the country with a price starting Rs 8,450/-

About Racold Thermo

Racold Thermo 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 11,000 retail outlets and 175 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 5 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 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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