



Racold to strengthen its market leadership in water heaters segment in India: adds four new product ranges to its India portfolio

Racold, Indian subsidiary of Italy's Ariston Thermo Group, is currently the market leader in water heaters in India, including electric, solar and gas-based water heaters

New Delhi, June 22, 2012: Racold Thermo Ltd., India's largest manufacturer and seller of water heaters and a wholly owned subsidiary of the Ariston Thermo Group-Italy has launched the upgraded versions of their best selling products - Altro and Eterno range of energy efficient water heaters in the country. Racold Thermo, the pioneer in energy efficient products in water heating solutions category in India, is once again taking the lead by introducing a new range of more advanced, energy efficient water heaters in the country. The company has added four new product ranges – Eterno dg, Eterno 2, Eterno3 and Altro – to its India portfolio. Over 1.6 million units of electric water heaters are sold in India each year, with a market size of Rs 600 crore.

The continuous focus on innovation and R&D has resulted in many 'firsts' for Racold. The new product range of - Eterno, Eterno DG and Altro – are based on the 'Energy efficiency' and 'innovation' philosophy followed by Racold. The Eterno 3 range of water heaters features Racold's pioneering 3kw heating element that heats water 33% quicker and helps you save valuable time in the mornings. Intelligent timer on Eterno DG can set the required temperature of the hot water at the set time. A 5-Star energy efficiency label and high pressure withstanding capacity make them suitable for usage in high rise buildings and for pressure pump applications.

Highlighting the significance of energy efficiency in Racold products, Mr. Mathew Job, MD of Racold Thermo said, "The need for green technology adoption is more paramount now than ever before. Racold Thermo, the pioneer in energy efficient products in water heating solutions in India, is taking the lead by introducing a new range of more advanced, energy efficient water heaters in the country. Today's informed consumer is looking for home appliances that combine energy efficiency (and thus are environment friendly) with good,

intelligent design that meet consumer needs. We are targeting this evolved customer with our new range of products."

Racold, with a market share of 25 % enjoys market leadership in India. Racold's manufacturing facility at Pune, Maharashtra, has an annual production capacity of over 5 Lakh units. The Company offers complete range of electrical, gas and solar water heaters. The company is now providing complete water heating solutions to all the sectors i.e. domestic, commercial and industrial. Solar water heaters have gained popularity in large set-ups like Hotels, residential condominiums and industrial complexes. Electric water heaters continue to be the most widely used type.