

## Racold Thermo Private Limited launches 'Racold SunCity'

*Racold SunCity aims to create awareness among 462,124,989 internet users in India by encouraging them to adopt solar energy solutions*

**Mumbai, June 10, 2016:** Global warming, climate change and increasing level of carbon emission has become a growing concern among Indians. As a step towards reducing carbon footprint and creating a greener country, Mr. Narendra Modi, Prime Minister of India, has taken some important initiatives in this direction. Taking the baton from him is Mr. Piyush Goyal, Minister of State with Independent Charge for Power, Coal, New and Renewable Energy in the Government of India, who has been extensively promoting the use of clean energy in India. Echoing these thoughts, Racold Thermo Private Limited, India's largest manufacturer and provider of water heating solutions, announced the launch of a Digital Brand Awareness Campaign 'Racold SunCity'. This campaign is targeted at creating awareness and encouraging users about the benefits of solar energy and motivating them to take a pledge to incorporate green energy solutions in their daily lives.

This campaign follows the launch of their solar water heating product, Alpha Pro, which was unveiled recently. Racold Thermo Private Limited has always worked to bring about a change in society. Their tagline, 'Reborn Every Day' is in line with this thinking.

Mr. V Ramnath, Managing Director, Racold Thermo Private Limited shared his thoughts by saying, "We, at Racold Thermo Private Limited, believe in creating a difference. Our team began by conducting research in the market and we learnt that using solar products will not only help reduce 1.6 tons of carbon emission but also save Rs. 21,000 annually i.e. more than Rs. 3 lakhs in 15 years, which is an interesting figure. We wanted to drive home this message and thus, decided to use an Edutainment platform to engage with our audience. We believe that our audience will love this campaign and support us our vision for a sustainable environment."



Adopting an Edutainment approach, 'Racold SunCity' campaign is aimed at educating consumers about the benefits of solar energy and switching to greener lifestyle; while the method of driving home the message is through an entertaining and interactive approach. Users are invited to log into a specially created microsite for this purpose, <http://suncity.racold.com/>, where they can participate to create the world's first completely solar powered city. This city is spread across 25 acres and as people navigate their way through it, they get to learn about the benefits of solar energy. Participants also pick up some interesting trivia along the way. For instance, did you know that using solar products and solar energy helps in reduction of carbon emission up to 80% per family!

The campaign will invite participation on the brand's website <http://suncity.racold.com/> as well as on different social media platforms like YouTube, Facebook, Google Display Network, Taboola and Yahoo.

Earlier Racold Thermo has successfully conducted award-winning campaigns like 'Switch 2 Green', 'Wake Up Bucket Challenge' and 'Turn Up The Heat' that is in line with its brand philosophy.

### **About Racold Thermo**

Racold Thermo Private Limited, the Indian arm of Italy's Ariston Thermo Group, world's largest company in thermic comfort 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 and has been honored as the 'Most Trusted Brand' 2016 by the Trust Research Advisory. 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, Solar water heaters and Heat Pumps, Racold Thermo Private Limited provides complete water heating solutions to all the sectors, i.e., domestic, commercial and industrial. Racold Thermo is the market leader in the electrical water heater segment in India.

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