



### **Racold Thermo bags 'The Most Trusted Brand' Award 2016**

*~ Received the coveted award 'Most Trusted Brand' based on Trust Research Advisory's – Brand Trust Report, India Study 2016*

**Mumbai / Pune, April 14, 2016:** Racold Thermo (P) Ltd., a leading manufacturer and provider of water heating solutions in India has been recognized as 'India's Most Trusted Water Heater Brand' 2016 by Trust Research Advisory (TRA), India's local research advisory body. The survey was conducted across 16 cities, among 20000 brands, grouped across 267 categories, thus making it the most intensive study on Brand Trust across the country. This is the first time 'Water heaters' has been introduced as a sub category under Durables. Racold is the only Water heater brand to receive this recognition.

"We are glad to receive this recognition in all humility on India's most trusted water heater brands. This is a testament of our commitment towards our consumers to provide them superior quality products and win the hearts of our consumers. It also



reinforces the brand's promise of making the customers to be reborn every morning. We remain committed to quality and innovation to meet increasing consumer expectations" said Mr. V. Ramnath, Managing Director, Racold Thermo (P) Ltd.

Over the years, Racold has been redefining industry standards in water heating by driving innovations and enhancing aesthetics, quality, durability, safety and performance of the product, specially adapted to suit Indian conditions. Racold has a complete range of Electrical, Gas & Solar water heaters and heat Pumps, providing complete water heating solutions to all the sectors i.e. domestic, commercial and industrial. With a strong belief in 'Enabling people to re-born every day with innovative & environment friendly water heating solutions', Racold is a complete water heating solutions provider.

### **About Racold Thermo**

Racold Thermo Pvt Limited, the Indian arm of Italy's Aristom 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 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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