

## Racold introduces a new range of water heaters 'Andris'

- ~ Racold Launches a new water heater product under the mother company Ariston Thermo Group
  - ~ Price range begins from Rs. 7630/- onwards
  - ~ Stylish smart water heater that address needs of urban families

**Mumbai, January 19, 2016:** In Mumbai today, Mr. Carlo, Andreatini, RDC Rapid Development Countries Director at Ariston Thermo Group - Ariston Thermo Group and Mr. V Ramnath, Managing Director, Ariston Thermo India Private Limited together unveiled a new range of electric storage water heaters 'Andris' under the brand Racold.

Designed by the renowned Industrial Designer Umberto Palermo, *Andris* is a class apart among the crowd of odd shaped and unaesthetic water heaters introduced specially for the audience who are particular about designer bathrooms and products. The path breaking design is already successful in Vietnam and South East Asia market and is much awaited product of the year in India.

The most significant benefit of having an *Andris* is the adding up to the style statement to their home. *Andris* is made with super-ecologic insulation materials and energy can be better conserved through its improved titanium-enamel tank. Its shell technology – a perfect balance of geometry and assembly – promises intuitive design and enduring performance. Its strong resistance to pressure and corrosion makes it a permanent fixture in the house.

At the occasion, Mr. **Carlo, Andreatini, RDC Rapid Development Countries Director at Ariston Thermo Group - Ariston Thermo Group** said, *"Racold has been in India for past 18 years and has been the leader in the market with 52% market share in India. With our association, we also look forward to drive growth in the Rs. 1500 crores market in the country. Ariston Thermo is delighted to be part of this launch which will help us strengthen our position in the market"*.

Speaking at the launch event, **Mr. V Ramnath, Managing Director, Ariston Thermo India Private Ltd.** said, *"There is an emerging trend for designer bathrooms. Bathrooms are no longer just a utility space, just like a house or a living room is an extension of one's identity and is seen as a reflection of one's taste, choices and personality. Similarly, bathrooms are also moving towards the same. We, at Racold Thermo, have been setting the benchmark in the industry by introducing innovative, state-of-the-art technology and aesthetically designed products every year. The new technology bears testimony to our ability of constantly offering innovative and customized solutions for our customers."*

The Andris will be available in capacities ranging 10, 15 & 25 litres in two variants Andris and Andris Lux. The price starts from Rs. 7630/-, available across residential as well as small and mid-sized commercial spaces.

For more details on the complete range of water heating solutions, visit [www.racold.com](http://www.racold.com).

### **About the brand Racold**

Racold is a flagship brand of Ariston Thermo Group, Italy which is the world's largest thermic comfort solutions company. Racold has a complete range of electrical, solar and renewable water heating solutions. It has a fully integrated water heater manufacturing plant at Chakan, Pune and a pan India presence with over 12,000 retail outlets and 170 service centres. Racold is the only water heater brand in India which has been awarded the BEE award 7 times in a row for its electrical water heaters and has been honored as the 'Most Trusted Brand' by the Brand Trust Report 2016.

### **About Ariston Thermo Group and Ariston Thermo India Private Limited**

Ariston Thermo is a worldwide leading company in heating and water heating. In 2015, the Group achieved a total turnover of € 1.43 billion and sold 7 million products in over 150 countries; it has 6,700 employees, 54 companies and 6 representative offices in 34 countries and 20 production sites in 12 countries. The Group offers a full range of products, systems and services, mostly under the Ariston, Racold, Elco, Chaffoteaux, and Atag Heating brands. Ariston Thermo's commitment to energy efficiency is expressed through its constant stream of new solutions based on renewable energy sources such as solar thermal systems and heat pumps as well as improvement of the efficiency of traditional products (such as boilers and water heaters) and investment in new projects for the future as the development of connected applications and services. The underlying objective is to offer an optimal combination of comfort, energy savings and care for the environment

Ariston Thermo India Private Limited is a wholly owned subsidiary of Ariston Thermo Group, which sells and markets Racold products

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