

Technovation is at the heart of the all new 'Eterno Intello' water heaters by Racold

~Ultra modern smart water heater to address needs of the urban and contemporary families

~ Saves up to 50% of electricity per year

~ Price range begins from Rs. 10960 onwards

Mumbai/Pune, October 6, 2016: Racold Thermo Private Limited (erstwhile Racold Thermo Limited), India's largest manufacturer and provider of water heating solutions, has launched a new range of innovative, and technologically advanced storage water heaters, 'Eterno Intello'. With this launch, Racold Thermo has further consolidated its position as the leading water heating solution provider in the premium category of water heaters in the country.

The all new 'Eterno Intello' range of storage water heaters comes with 'Intelligent timer'; an innovative feature which allows the user to set the time and temperature at which hot water is required every day. This provides extra convenience to the user as he doesn't need to wait for the water to heat up and also gets water at the desired temperature.

The 'Eterno Intello' also comes equipped with 'EcoSense' technology that alerts the user to switch off the heater at the right time, thereby saving energy. EcoSense has an intelligent alarm that alerts you to switch off the device when not in use. The intelligent alarm will beep for 10 times, after 5 minutes of functional thermostat cut-off, thereby helping the user to save up to 50% electricity (*under test lab conditions*).

Another unique feature of the Eterno Intello is the 'Smart Bath Logic' one of a kind solution allows the consumer to choose and set their water requirements as per their bathing preference for a comfortable bath, therefore energy. The Smart bath logic is enabled through a consumer friendly digital interface through which the user can set the quantity of water desired for heating and only that amount would get heated. This leads to saving of energy.

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).

The product development insights for 'Eterno Intello', were adapted from a research survey conducted by Racold Thermo with 1390 water heater customers across 10 cities including Mumbai, Pune, Delhi, Kolkata, Chennai, Ahmedabad, Bangalore, Srinagar, Lucknow and Hyderabad. The research findings revealed some interesting purchase drivers. Low energy consumption and ease of operation were the key considerations while choosing a water heater.

"It may be a small aspect but it is definitely a vital one, starting your day with the right temperature shower can decide which way your day will pan out. During the course of our research, we learnt that consumers are very agitated with issues like having to wait for the water to get heated every morning. Keeping these in mind, we decided to develop a product that is convenient, safe and utilitarian. Taking into consideration the needs of a modern, fast-paced, tech-savvy consumer base, who are constantly seeking solutions to optimize their time, we have introduced Eterno Intello in the Indian market. This further helps us in strengthening our brand promise of customer-inspired innovation," explained Mr. V Ramnath, Managing Director, Racold Thermo Private Limited.

Racold Thermo Private Limited conducted a survey with 1390 water heater customers across 10 cities including Mumbai, Pune, Delhi, Kolkata, Chennai, Ahmedabad, Bangalore, Srinagar, Lucknow and Hyderabad. The research findings revealed some interesting purchase drivers. Low energy consumption and ease of operation were the key considerations while choosing a water heater.

The Eterno Intello is also equipped with HPR technology (High Pressure Resistance) which can withstand pressure up to 8 bar especially in high rise buildings. The product will be available in capacities of 10 liters, 15 liters and 20 liters and has a unique polymer protective coating technology for the inner tank making it anti-corrosive to hard water. The High density Polyurethane Foam (PUF) in the Eterno Intello ensures energy savings which make it a 5 star rated product, while the Titanium enameled heating element provides better protection and longer life for the water heater.

The all new Eterno Intello is available in India with price starting at Rs. 10960; the sleek and aesthetic designed product is recommended for residential as well as small and mid-sized commercial spaces. In addition, Racold offers free installation for Eterno Intello, thus enabling installation to be done by a company expert and saving money spent on installation.

For more details on the complete range of water heating solutions, visit www.racold.com.

About Racold Thermo

Racold Thermo Private Limited (erstwhile Racold Thermo Limited), the Indian arm of 1.43 billion Euro 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 market leader in the electrical water heater segment in India

For media queries, please contact:

Adfactors PR:

Renuka Nadkarni | 99303 79129 | renuka.nadkarni@adfactorspr.com

Sudeshna Chakraborty | 9879743362 | sudeshna.chakraborty@adfactorspr.com