



‘Turn Up The Heat’ campaign by Racold Thermo powers ahead with 10 Million impressions

~Initiated to celebrate everyday heroes, the campaign has received 50 inspirational stories

~Received 10,256,455 impressions in the first month

Pune, February 3, 2016: Whether it is to promote energy conservation or water saving techniques, Racold Thermo, the leading manufacturer of water heaters in the country, has pioneered award-winning relevant campaigns that impact the society at large. Their latest campaign Racold ‘**Turn Up The Heat**’, celebrates everyday heroes who transform themselves to touch the lives of others. This is in line with their brand positioning of ‘Reborn Everyday With Hot Water’. Within a month of its launch, the TUTH campaign has garnered **50 different stories** through crowdsourcing and has clocked to 10,256,455 impressions.

The two-month campaign, which began on December 28, 2015, directs users to a dedicated site www.racoldthermo.com/tuth where they can view/submit entries and pay tribute to these heroes. Total 80453 clicks were observed on these platforms; around 28,933 visitors actively engaged themselves in the first month. Out of the 50 stories, three winners have already been announced on the brand’s Facebook page. Some of the stories featured are that of: Nitin Sharma, who maintains a garden in his neighbourhood for senior citizens with his own funds. Mr. Rangan who is a retired employee of Tamil Nadu Electricity Board and helps underprivileged families with paperwork related to pension procedure. Another inspirational story is that of Arun Kumar, who went from being a news cameraman to a miracle worker. He converted a hostel into a shelter for the homeless and helpless in Chennai. He even set up a helpline number that ensures immediate volunteer support and shelter for those in distress. The campaign aims to highlight eight such motivating stories in total.



As a part of this campaign, for every five goodwill stories that are selected; Racold will donate one water heater to one of the NGO supporting the underprivileged. As of now, two water heaters have been donated to Rajendra HoneyComb Charitable Trust, Mumbai.

Mr. Ramnath Venkataramanan, Managing Director, Racold Thermo said, “We are delighted to see the response for this campaign. This is something unique that we had conceived and Turn Up The Heat has been embraced quite well with the consumers. ‘Turn Up The Heat’ campaign has given us the opportunity to highlight the unsung heroes and re-emphasize our brand essence of ‘Reborn’. Racold being the market leader in water heaters, believes in giving back to the society and this activity is yet another step towards it.”

Adding up to the fervor, Mr. Prashant Dhar, General Manager – Marketing, Racold Thermo cited, “Turn Up The Heat campaign majorly focuses on Racold Thermo’s positioning of Reborn Every day by inducing actions from our consumers. When it began, ‘Turn Up The Heat’ campaign invited participants to share their untold stories, and not only did they upload it but they also wholeheartedly supported the campaign.”

Earlier Racold Thermo has successfully conducted campaigns like ‘Switch 2 Green’ and ‘Wake Up Bucket Challenge’ that is in line with its brand philosophy.

About Racold Thermo

Racold Thermo Limited, the Indian arm of Italy’s Ariston Group, world’s largest company in water heating products and 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. 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 and Solar water heaters, Racold Thermo 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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