

RACOLD launches 'ANDRIS' range of water heaters

By A Business Reporter

Racold has been the leader in the market with a third of the Indian market. We see huge potential in the Indian market and we are committed to grow the market in India. Ariston Thermo is delighted to be part of this launch which will help us strengthen our position in the market," said Carlo Andreatini, Director, Rapid Development Countries at Ariston Thermo Group at the launch of a new range of electric storage water heaters 'Andris' under the brand Racold.

"We continue to set the benchmark in the industry by introducing innovative, state-of-the-art technology and aesthetically designed products every year. The new offering bears testimony to our ability of constantly offering innovative and customized solu-



V Ramnath, MD, Ariston Thermo and Carlo Andreatini, Director, Rapid Development Countries at Ariston Thermo Group.

tions based on consumer insights," said V Ramnath, MD, Ariston Thermo India Private Ltd..

Andris will be available in the capacities of 10, 15 & 25 liters across two variants Andris Lux and Andris Lux Plus. The price starts from Rs. 7,630/- and is being launched across India.