

Racold redefines the water heater category with **‘Omnis’ & ‘Aures’**

~ Unveils stylish & technologically advanced range of water heaters ~

New Delhi, August 5, 2019: India is witnessing the monsoon and with the drop in mercury levels, taking hot shower becomes essential especially in the vast area of northern India. Ahead of the coming winter season, Racold brand, India’s largest provider of water heating solutions today, announced the launch of its two most stylish and technologically upbeat products – ‘Omnis’ and ‘Aures’ in Delhi. This new range from Racold redefines the water heater category which is rapidly moving from low to high penetration, with disposable income in Indian households going up.

Currently the water heater industry in India is valued at Rs. 2700-2800 crores and is growing at a CAGR of ~8% percent driven mainly by low penetration ~less than 5%, increasing disposable income and growth in construction sector

Speaking on the launch, **Mr. Mohit Narula, Managing Director, Ariston Thermo India Pvt. Ltd. said**, “Ever since its inception, Racold, has been setting unprecedented benchmarks for the industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the product. Backed by a deep understanding of evolving consumer needs and our strong global expertise, Racold has been the frontrunner of technology in water heating. We are pleased to announce the launch of Omnis, our topline range, with India’s first Smart Control technology which is set to redefine the water heating category In India. To add to it, we are launching our new range of online instantaneous water heaters range, Aures. Both these products are a reconfirmation of our ability to constantly innovate and provide value to our consumers.”

Today, bathrooms are transforming in response to the ever-changing nature of the consumer. They are becoming an extension of people’s living spaces and personalities and have undergone a sea change. The need is all the more pronounced for luxury bathing applications like range showers, shower panels and Jacuzzis where quantum of hot water required is high. The newly launched ‘Omnis’ and ‘Aures’ range of water heaters that are high on aesthetics, high on performance and compact in size are targeted at the modern and young discerning customers.



Reborn Everyday with Hot Water.

The Products:

Omnis: Omnis is top of the line storage water heater from Racold, a combination of highly advanced technology and energy savings features to deliver personalized hot shower. The flagship model of Omnis range comes with the following next generation features

- **Wi-Fi** which is operated by Racold NET app, providing ease of control – anytime, any place
- The **Smart Bath Logic**, an intelligent function allows the user to set and control the water temperature as per their bathing requirement and save up to 30% of electricity.
- **Auto diagnosis** feature offer the best protection against electric shocks as the inbuilt microprocessor continuously checks all product parameters and cuts the power in case of any malfunction. It also protects from overheating.
- The intelligent **Eco Function** reads the bathing pattern of the user and customizes the hot water output, thus further saving electricity

The **Omnis Range** will be available in 10, 15 and 25 liters. The price range, MRP for a 15 liters capacity varies from INR 14,199- 18,459, depending upon the range and is available across residential as well as small and mid-sized commercial spaces across markets.

Aures:

Aures, The **No Wait Water Heater**, an electric instantaneous water heater is the fastest way to provide unlimited hot water on demand. This one of its kind sleek and super compact geyser comes with a wide range of power options from 5.5kW to 24kW. The product delivers

- **Hyper speed** ensuring no waiting time for your hot water
- Maintains **constant temperature** for a comfortable bath to deliver **consistent thermic comfort**.
- Limitless **luxury bathing applications**, be it endless rain-showers, relaxing in bath tubs or Jacuzzi, there is no need to wait any more for hot water.

The **Aures range** is available at MRP- INR 6,999 for 5.5 KW, INR 19,999 for 9 KW, 24,999 for 12 KW and 42,999 for 24KW product. Aures range is currently available in Delhi, Mumbai, Pune and Bangalore. It will be extended soon to the other parts of the market

About Ariston Thermo Group

Ariston Thermo is a global leading company in the water heating and heating industry. The Group develops and provides solutions based on renewable energy sources, such as solar thermal systems and heat pumps, through a continuous investment in innovation for the development of increasingly advanced connectivity systems. In 2018, the Group recorded a turnover of € 1.61 billion and sold 8 million products in over 150 countries, with 6.800 employees, 66 operating companies and 5 representative offices in 40 countries, 27 production sites in 15 countries and 23 centres of competences and R&D in 14 countries. The Group offers a full range of products, systems and services, mostly under the brands Ariston, Elco, Chaffoteaux, Atag, Racold, NTI and HTP. The goal of Ariston Thermo is to look at the future of thermic comfort, offering an optimal combination of quality, energy savings and care for the environment.



Reborn Everyday with Hot Water.

About Racold

Racold brand is India's largest water heating solutions provider. Delighting customers by providing water heating solutions with a customer-centric approach.

Racold's electric water heaters are energy efficient, innovative and best in class for storage and instant water heating solutions. Racold offers end-to-end solar water heating solutions to suit specific requirements in different markets. It provides customized solutions for industrial, residential, health care, educational and special applications. It also offers gas water heating

solutions and heat pump water heaters.

The Racold brand is licensed to Ariston Thermo India Private Ltd. which is responsible for marketing, sales and service of "Racold" products in India.

For further information log on to www.racold.com and <http://www.aristonthermo.com/en/>

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