

## Racold Thermo launches “Most Durable & Tough” Duronox range of water heaters exclusively for Gujarat

- ‘Duronox Pronto Neo’ – the most durable & tough water heaters to withstand any water quality with Duronox Inner Tank and Aluminum anode

**October 31, 2017:** Water quality in the state of Gujarat is an ongoing concern. Water in many parts of these states contains high levels of chlorine and Total Dissolved Solids (TDS). Keeping this in mind, **Ariston Thermo India Private Limited**, one of the leading manufacturers and the largest provider of water heating solutions in India, today has launched **the most durable & tough water heaters “Duronox Pronto Neo Instant water heater” to withstand any water quality**, exclusively for Gujarat.

The instant water heater called Pronto Neo Duronox comes equipped with Duronox which is an advanced tank protection that prevents corrosion of water heater even in the harshest water conditions, thereby ensuring longer life of the water heater. This provides an additional protective layer against the harshest water condition, thereby, ensuring longer life of the heater. It also has a special aluminum anode that employs an electrolytic process, which protects the heating element from corrosion.

### The key features of the new range are as under:

- Duronox inner tank, ensures the longer life of the tank by giving an additional protective layer against the toughest water conditions (Special passivation process to enhance tank life)
- A special aluminum anode used with the heating element employs an electrolytic process, which protects the heating element from corrosion
- HPR – High Pressure Resistance makes it suitable for high rise buildings and pressure pump applications.
- High level safety features with cut out thermostat and safety valve
- Anti-syphoning system which prevents backflow of the water from container thus avoiding dry heating
- 5 years warranty on the tank

Speaking on the launch, **Mr. Abhijit Banshelkikar- Head R&D and Quality, RACOLD Thermo India Private Limited**, said, *“The Duronox range has been specially designed, manufactured & tested for markets like Gujarat to ensure that the performance of the water heaters are not adversely affected even in the toughest of water conditions. Pronto Neo Duronox provides triple protection to the tank against corrosion even in the harshest water conditions. The triple protection is achieved through superior Grade Stainless Steel, special treatment to inner tank and anode. This makes the tank stronger and ensures longer product life. The new technology is yet another testimony to our ability to constantly offer innovative and customized solutions to our customers.”*

**Mr. Anil Bhamre – General Manager Marketing, Ariston Thermo India Pvt Ltd** further added that *“Durnox range shall be available in 3 Litres with a power rating of 3 KW & 4.5KW, this product has an elegant Italian design and have the ability to heat water quickly with its high powered heating element. The new range,*

*designed by renowned Italian Industrial Designer Umberto Palermo, offer design and technology edge, along with convenience of time, in the fast paced world of today the new range will be available in leading electric and sanitary ware stores, across the two states. We intend to make this product available across all key cities in Gujarat through our 300 dealers. With this launch we are also targeting to add 200 more retailers under RACOLD channel partner's umbrella".*

#### **About Racold Thermo Private Limited**

Racold Thermo Private Limited, is also a wholly subsidiary of Ariston Thermo Group, Italy and is responsible for manufacturing and Research & Development of "Racold" products in India. The Indian operations include India's largest and fully integrated water heater plant in Chakan near Pune, Maharashtra that has been operational since 1999. Ever since its inception, Racold, has been setting standards in the Indian Water Heating Industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the products.

#### **About Brand Racold**

Racold is a flagship brand of Racold Thermo Pvt. Ltd.. Racold as a brand is synonymous with breakthrough innovation, premium quality and complete customer satisfaction. As a further testimony to their continuous delivery on performance, they have 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 and Heat Pumps, Racold provides complete water heating solutions to all the sectors i.e. domestic, commercial and industrial. Racold focuses on consumer insight led innovation which has led to technological features like Programmable cycle, Smart Bath Logic and Eco sense.

Racold has won the prestigious National Energy conservation award consecutively 7 times in a row from 2010 to 2016. This award has been instituted by BEE in the electric storage water heater category.

Racold has been awarded as the 'Most Trusted Brand in India' in water heater segment by the Brand Trust report 2016 based on research conducted by Trust Research Advisory (TRA). The award is a testimony to the dominance that the brand enjoys in the customer minds.

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 <http://www.aristonthermo.com/en/> and [www.racold.com](http://www.racold.com)

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