

Racold retains its position as the most energy-efficient water heaters 7th time in a row

Bureau of Energy Efficiency (BEE) confers second prize to Racold for manufacturing energy efficient electric storage water heaters

Pune, January 06, 2017: For the **seventh consecutive year**, Racold, India's largest provider of water heating solutions has been conferred the National Energy Conservation Award BEE Star Labelled Appliances- Equipment (Storage Water Heater) category

Racold is the only water heater company to receive this award 7 times. The Bureau of Energy Efficiency Award was presented to Racold's Head of Research and Development by **the Honourable Union Minister of State with Independent Charge for Power, Coal and New & Renewable Energy, Shri Piyush Goyal**, at a glittering ceremony in Delhi.

BEE recognizes innovation and achievements in energy conservation by industries and manufacturers of BEE star labeled appliances.. The awards are also recognition of their demonstrated commitment to energy conservation and efficiency.

As a part of its key strategic initiatives, Racold has successfully created awareness about environmental consciousness among the society at large. Racold has been strengthening year on year, its energy efficient product portfolio in electric storage water heaters, resulting in outstanding growth in its sales of star rated water heaters. Racold's parent company, Ariston Thermo's target is to realize 80% of its total business from highly energy efficient or renewable energy products by 2020.

Speaking about the recent honour, **Mr. V Ramnath, Managing Director, Ariston Thermo Private Limited, said**, "*Racold has placed energy efficiency at the heart of its sustainable growth strategy and is deeply committed to energy conservation. Our product portfolio consists of highly energy efficient water heating solutions that contribute decisively to the reduction of energy consumption without compromising on quality, efficiency and comfort. We have always worked towards development of the society and are strong advocates of producing energy efficient products for our audience.*"

Racold recently launched a new range of aesthetic storage water heaters, the *Andris* across the country

Designed by the renowned Italian Designer Umberto Palermo, *Andris* is a premium designed water heater which is meant to enhance the aesthetic of the bath space.



A combination of compact design and thick injected PUF insulation makes it a very energy efficient water heater, which is also validated by its 5star rating from BEE . Andris is also rated 8 bar that enables it to withstand high pressure and makes it suitable for high rise buildings Racold has also recently rolled out its latest brand campaign with a social message “caring about your parents”– [#PowerofHotShower](#).

About the brand Racold

Racold is a flagship brand of Ariston Thermo Group, Italy which is the world’s largest thermic comfort solutions company. Racold has a complete range of electrical, gas, solar and renewable water heating solutions. It has a fully integrated water heater manufacturing plant at Chakan, Pune and a pan India presence with over 12,000 retail outlets and 170 service centres. Racold is the only water heater brand in India which has been awarded the BEE award 7 times in a row for its electrical water heaters and has been honored as the ‘Most Trusted Brand’ by the Brand Trust Report 2016.

About Ariston Thermo Group and Ariston Thermo India Private Limited

Ariston Thermo is a worldwide leader in thermic comfort solutions which includes water heating and space heating solutions. In 2016, the Group achieved a total turnover of € 1.43 billion and sold 7 million products in over 150 countries; it has 6900 employees, 59 companies and 6 representative offices in 34 countries and 32 production sites in 13 countries. The Group offers a full range of products, systems and services, mostly under the Ariston, Racold, Elco, Chaffoteaux, and Atag Heating brands. Ariston Thermo’s commitment to energy efficiency is expressed through its constant stream of new solutions based on renewable energy sources such as solar thermal systems and heat pumps as well as improvement of the efficiency of traditional products (such as boilers and water heaters) and investment in new projects for the future as the development of connected applications and services. The underlying objective is to offer an optimal combination of comfort, energy savings and care for the environment Ariston Thermo India Private Limited is a wholly owned subsidiary of Ariston Thermo Group, which sells and markets Racold products

Commented [SC1]: The new company profile was shared with Adfactors. The figures have not been updated

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