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| Publication/Portal: Exchange4Media |
| Date: 2 nd November 2020 |
| Edition: Online |
| Link: https://www.exchange4media.com/advertising-news/racold-launches-new-campaign-dontbeaheaterhitesh-108777.html |
| MAV: 60,000 |

Racold launches new campaign #DontBeAHeaterHitesh

The brand along with WATConsult has created a quirky character to promote its Omnis range

by exchange4media Staff
Updated: Nov 2, 2020 11:37 AM



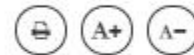
With the onset of the festive season, Racold has launched a new digital campaign, #DontBeAHeaterHitesh. The campaign is built around the central character, 'Heater Hitesh', who is very quirky and memorable. It is divided into a two-part digital film series which has a very fresh and humorous narrative.

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| Publication/Portal: ET Brand Equity |
| Date: 2 nd November 2020 |
| Edition: Online |
| Link: https://brandequity.economictimes.indiatimes.com/news/advertising/racolds-latest-campaign-revolves-around-heater-hitesh/78996718 |
| MAV: 60,000 |

Racold's latest campaign revolves around 'Heater Hitesh'

The campaign is built upon two everyday behaviours that one might see in an average Indian household...

ETBrandEquity • November 02, 2020, 14:56 IST



Racold's latest campaign revolves around 'Heater Hitesh'

Water heating solutions brand, Racold has launched a new digital campaign, 'Don't Be A Heater Hitesh'. The campaign is built around the central character, 'Heater Hitesh', who is quirky and memorable. It is divided into a two-part digital film series which has a humorous narrative.

Conceptualised by [WATConsult](#), the campaign is built upon two everyday behaviours that one might see in an average Indian household.

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| Publication/Portal: Afaqs |
| Date: 2 nd November 2020 |
| Edition: Online |
| Link: https://www.afaqs.com/news/advertising/when-a-water-heater-positioned-itself-as-a-germ-killing-ally |
| MAV: 60,000 |



By afaqs! news bureau | Published: 2 Nov 2020, 1:32 PM IST

ADVERTISING

When a water heater positioned itself as a germ-killing ally...

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Racold's latest campaign is titled #DontBeAHeaterHitesh, conceptualised by WATConsult and features the protagonist with a penchant for using heat to kill germs.

Heat kills germs and this is the insight that Racold water heater's new campaign is based on. With the onset of the festive season, Racold has launched a new digital campaign titled #DontBeAHeaterHitesh. The campaign is built around the central character, 'Heater Hitesh', who has a penchant for heating things up to kill the germs on the surface (even flammable surfaces like sofa cushions). It is divided into a two-part digital film series which has a very fresh and humorous narrative.

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| Publication/Portal: MediaNews4U |
| Date: 2 nd November 2020 |
| Edition: Online |
| Link: https://www.medianews4u.com/watconsult-conceptualises-digital-campaign-dontbeaheaterhitesh-for-racold/ |
| MAV: 60,000 |

WATConsult Conceptualises digital campaign #DontBeAHeaterHitesh for Racold

by Editorial — November 2, 2020 in Brand Stories, Featured 2 min read



Mumbai: With the onset of the festive season, Racold, India's largest provider of water heating solutions today, launched a new digital campaign, #DontBeAHeaterHitesh. The campaign is built around the central character, 'Heater Hitesh', who is very quirky and memorable. It is divided into a two-part digital film series which has a very fresh and humorous narrative.

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| Publication/Portal: Pitch |
| Date: 2 nd November 2020 |
| Edition: Online |
| Link: http://www.pitchonnet.com/blog/2020/11/02/racold-launches-new-campaign-dontbeaheaterhitesh/ |
| MAV: 40,000 |

 **RACOLD LAUNCHES NEW CAMPAIGN #DONTBEAHEATERHITESH**
 November 2, 2020 By Team PITCH 0 9



The brand along with WATConsult has created a quirky character to promote its Omnis range

With the onset of the festive season, Racold has launched a new digital campaign, #DontBeAHeaterHitesh. The campaign is built around the central character, 'Heater Hitesh', who is very quirky and memorable. It is divided into a two-part digital film series which has a very fresh and humorous narrative.

The campaign #DontBeAHeaterHitesh, conceptualised by WATConsult, is built upon two interesting everyday behaviours that one might see in an average Indian household.

Vikram Raman, Vice President, Marketing and E-Commerce, Ariston Thermo India Pvt. Ltd. said, "Racold is a brand synonymous with breakthrough innovation be it with our range of innovative products or our marketing campaigns. The main objective of this campaign is to let consumers know about the unique features of our Omnis range of water heater. I am sure that people will love this humour and 'Heater Hitesh' will have a long lasting impact on people's minds."

Publication/Portal: Media Brief

Date: 2nd November 2020

Edition: Online

Link: <https://www.mediabrief.com/racold-dontbeaheaterhitesh-campaign/>

MAV: 60,000

Racold launches new digital campaign – #DontBeAHeaterHitesh

By The News Desk - November 2, 2020



Racold, launched a new digital campaign, #DontBeAHeaterHitesh. The campaign is built around the central character, 'Heater Hitesh', who is very quirky and memorable. It is divided into a two-part digital film series which has a very fresh and humorous narrative.

The campaign, #DontBeAHeaterHitesh, conceptualised by WATConsult, the globally awarded hybrid digital agency from the house of dentsu International, is built upon two interesting everyday behaviours that one might see in an average Indian household.

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| Publication/Portal: Mumbai News Network |
| Date: 2nd November 2020 |
| Edition: Online |
| Link: https://mumbainewsnetworks.blogspot.com/2020/11/racold-launches-its-new-campaign.html |
| MAV: 20,000 |

Racold launches its new campaign, #DontBeAHeaterHitesh

~ Creates a quirky character to promote its Omnis range ~

Mumbai, 2nd November, 2020: With the onset of the festive season, Racold, India's largest provider of water heating solutions today, launched a new digital campaign, #DontBeAHeaterHitesh. The campaign is built around the central character, 'Heater Hitesh', who is very quirky and memorable. It is divided into a two-part digital film series which has a very fresh and humorous narrative.

The campaign, #DontBeAHeaterHitesh, conceptualised by WATConsult, the globally awarded hybrid digital agency from the house of dentsu International, is built upon two interesting everyday behaviours that one might see in an average Indian household. The first film points out the health and hygiene practices followed by people to keep themselves safe from the germs and the second film shows the nuances people go through for getting the hot water at just the right temperature, if one doesn't have the right water heater. Both the behaviours are depicted in a very endearing and comical way through 'Heater Hitesh'.

Both the films bring out the unique key features of Racold's most stylish and technologically upbeat product range, 'Omnis'. While the first film highlights the 'Omnis Lux Plus' range which has a unique Silver Ion technology that actively stops proliferation of bacteria to provide clean and healthy water for bath, the second film focuses on 'Omnis Wi-Fi' that has an intelligent 'Smart Bath Logic' function for customising the bathing requirement, thus saving precious electricity as select models in Omnis Wi-Fi are 5-star energy efficient rated products.

Publication/Portal: MxM India

Date: 4th November 2020

Edition: Online

Link: <https://www.mxmindia.com/2020/11/racold-launches-new-campaign/>

MAV: 40,000

Racold launches new campaign

04 Nov,2020

By A Correspondent



Water heater specialist Racold has launched a new digital campaign, #DontBeAHeaterHitesh. The campaign is conceptualised by WatConsult.

Said Vikram Raman, Vice President, Marketing and E-Commerce, Ariston Thermo India: Commented, "Racold is a brand synonymous with breakthrough innovation be it with our range of innovative products or our marketing campaigns. The main objective of this campaign is to let consumers know about the unique

features of our Omnis range of water heater. I am sure that people will love this humour and 'Heater Hitesh' will have a long lasting impact on people's minds."

Publication/Portal: Passionate in Marketing

Date: 4th November 2020

Edition: Online

Link: <https://www.passionateinmarketing.com/dont-be-a-heater-hitesh-latest-campaign-from-racold/>

MAV: 40,000

'Don't Be A Heater Hitesh' latest campaign from Racold

By Passionate In Marketing · November 4, 2020

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A new digital advertisement, 'Don't Be A Heater Hitesh' was Launched by Racold's water heating solutions brand. The campaign is based around the 'Heater Hitesh' character, who is eccentric and has a great memory.