



Racold Thermo gets Government recognition for its Green Products

- *BEE confers first prize in the category – Manufacturers of BEE Star Labelled Appliances (Storage water heaters) - for the fourth consecutive year.*
- *MNRE rewards Racold for outstanding achievement in Solar Thermal installation and for Best Service and dealer network*

New Delhi, December 17, 2013: For the **fourth year** in a row, **Racold Thermo**, a leader in manufacturing and marketing of water heating products, has been awarded the first prize by the **Bureau of Energy Efficiency (BEE)** for the **storage water heater category**. **Racold was also awarded for the second year running by the Ministry of New and Renewable Energy (MNRE)**, this time for its outstanding achievement *in Solar Thermal installation and for Best Service and dealer network*.

Bureau of Energy Efficiency (BEE) recognized Racold Thermo for its energy efficient electrical water heaters for the fourth consecutive year. The BEE Award was presented to Racold Thermo by the **honourable President of India, Mr. Pranab Mukherjee** in the presence of **Mr. Jyotiraditya M. Scindia, Minister of State for Power**.

Racold Thermo added yet another feather to its cap for its initiatives in solar water heaters. **The Ministry of New and Renewable Energy (MNRE)** recognised Racold Thermo for its outstanding achievement in Solar Thermal Installation in sq. m and for the Best Service and Dealer Network. This award was conferred by **Dr Farooq Abdullah, Honourable Minister for New & Renewable Energy**, on the sidelines of the National Workshop on solar thermal systems under the UNDP-GEF project.

In line with its key strategic initiatives, Racold has successfully created a positive sentiment about environmental consciousness among the society at large. Racold has further strengthened its overall position in solar water heating business on account of a very high



exponential growth recorded during the last 2 years. Racold's commitment to the growth of solar water heating business is based on its vision that 80% of its total business by 2020 should come from highly energy efficient electrical powered or renewable energy powered products like solar water heaters which are generally classified as 'Green' products.

The key growth drivers of success of solar water heating business at Racold are the awareness generation initiatives along with the expansion of distribution infrastructure across India. The MNRE has recognized Racold's efforts for being one of the leading players in crafting the growth of the industry as well as for creating unparalleled and vast distribution network that assures the best in class service to its consumers. Racold solar waters are now available across India through its network of dealers which is continuously growing. Racold is the highest selling international solar water heating brand in India at this moment.

On receiving these awards, **Mr. Mathew Job, MD, Racold Thermo Ltd.,** said, "We are proud to receive these awards from the *Bureau of Energy Efficiency (BEE)* and *Ministry of New and Renewable Energy (MNRE)* for our efforts in contributing towards providing energy efficient Star Labelled electric water heaters and solar water heater installations in the country, respectively. As a step to increased environment consciousness, this year, we have started an initiative for educating the housing societies in Pune on the usage of renewable energy and adoption of energy efficient practices through our '*Switch 2 Green*' campaign. We plan to take this across India in the coming year. This further affirms our commitment to the cause and we are certain that such initiatives will help create the required awareness for efficient power usage at home and contribute towards a greener tomorrow."

About Racold Thermo

Racold Thermo Limited has the country's largest and fully integrated water heater manufacturing plant, offering the latest in technology and international standards, specially adapted to suit Indian conditions. The company has a pan India presence

with over 9,000 retail outlets and 175 service centers. It has redefined industry standards and set new benchmarks in water heating by enhancing the aesthetics, quality, durability, safety



and performance of the product. The continuous focus on innovation and R&D has resulted in many a “firsts” for Racold. Racold as a brand is synonymous with breakthrough innovation, premium quality and complete customer satisfaction. It has also 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, Racold Thermo Ltd provides complete water heating solutions to all the sectors, i.e., domestic, commercial and industrial.