

Racold launches 'Eterno Intello' water heaters



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KOLKATA, OCT 22/--/ Racold Thermo Private Limited (erstwhile Racold Thermo Limited), manufacturer and provider of water heating solutions, has launched a new range of innovative, and technologically advanced storage water heaters, 'Eterno Intello'. With this launch, Racold Thermo has further consolidated its position as the leading water heating solution provider in the premium category of water heaters in the country. The all new 'Eterno Intello' range of storage water heaters comes with 'Intelligent timer'; an innovative feature which allows the user to set the time and temperature at which hot water is required every day. This provides extra convenience to the user as he doesn't need to wait for the water to heat up and also gets water at the

desired temperature. The 'Eterno Intello' also comes equipped with 'EcoSense' technology that alerts the user to switch off the heater at the right time, thereby saving energy. EcoSense has an intelligent alarm that alerts you to switch off the device when not in use. The intelligent alarm will beep for 10 times, after 5 minutes of functional thermostat cut-off, thereby helping the user to save up to 50% electricity (under test lab conditions). The temperature regulation is modified & marked with certain points on it to get the right temperature, right quantity and the desired way of bathing (Shower or Bucket).

"Starting your day with the right temperature shower can decide which way your day will pan out. During the course of our research, we learnt that consumers are very agitated with issues like having to

wait for the water to get heated every morning. Taking into consideration the needs of a modern, fast-paced, tech-savvy consumer base, who are constantly seeking solutions to optimize their time, we have introduced Eterno Intello in the Indian market. This further helps us in strengthening our brand promise of customer-inspired innovation," explained Mr. V Ramnath, Managing Director, Racold Thermo Private Limited. The all new Eterno Intello is available in India with price starting at Rs. 10960; the sleek and aesthetic designed product is recommended for residential as well as small and mid-sized commercial spaces. In addition, Racold offers free installation for Eterno Intello, thus enabling installation to be done by a company expert and saving money spent on installation.