

## Racold Thermo launches stylish new range of instant water heaters

- *'Pronto Neo' and 'Pronto Stylo' –the instant heaters for an instant age- come in a chic Italian design*
- *Aim to strengthen leadership position of Racold in the instant water heater category*

**Kochi, June 10, 2015:** Racold Thermo, the leading manufacturers and sellers of water heaters in India, announced the launch of their new stylish range of instant water heaters 'Pronto Neo' and 'Pronto Stylo', in Kochi, today. Available in 1, 3 and 6 Litres, these products have an elegant Italian design and have the ability to heat water quickly for today's instant age. Pronto Neo and Pronto Stylo MRP start with Rs. 3290 and Rs.3430 respectively.

The key features of the new range are as under:

- 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
- High pressure withstanding capacity of up to 6.5 bar, which makes it suitable for high rise building and high pressure pump application
- 5 year warranty on the tank
- Rust proof Engineered plastic body for longer life
- The 1 litre and 3 litre products are available with either a 3kw or 4.5 kw heating element options.

Speaking on the new products, **Mr. Mathew Job – Managing Director at Racold Thermo**, said, "The new compact range of water heaters is meant for the new 'instant' age. **Our new range of products, Pronto Neo & Pronto Stylo, 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. We are confident that the unique blend of all these benefits will be liked and appreciated by our consumers." Explaining the company perspective, he further added, "These launches are a further testament to Racold's industry leading position and to our ability to constantly bring pioneering innovations to the market."

Last year, Racold Thermo had launched a premium product range in storage water heaters. The portfolio launched includes Velis - the slimmest water heater in India, Altro2 Plus and Eterno Swift.

The new products will be available in leading electric and sanitary ware stores, across the country.

### About Racold Thermo

*Racold Thermo Limited, the Indian arm of Italy's Ariston Group, world's largest company in water heating products and solutions, has India's largest and fully integrated water heater manufacturing plant at Chakan, Pune. The company has a pan India presence with over 11,000 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. Racold is the only water heater company in India which has been awarded the BEE award 5 times in a row for its electrical water heaters. 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. Racold Thermo is market leader in the electrical water heater segment in India*

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