

Racold Launches #ShowerDecision Campaign

December 10, 2018: Not a single day goes by without taking a decision. Some decisions are thought through while some can be impulsive. It is at this point of dilemma that a person needs the clarity of thought to enable him to make a decision. We all go through this phase in our lives, when we have to take decisions that impact our lives in a small or a big way. A hot shower enables us to refresh our thoughts and think clearly, helping us make the right decision. Doesn't it? Taking this thought forward, Racold, India's largest water heating solutions provider, has launched a new integrated marketing campaign titled #ShowerDecision.

The campaign celebrates this moment of 'decision making' and urges consumers to share the decisions they took that made a difference to their lives, big or small. One can share their #ShowerDecision by simply logging on to www.racold.com/showerdecision/ and uploading a video or a picture with their story of how a #ShowerDecision impacted their life. One can also log into the microsite using the Racold social media handles. The most inspiring stories will win a swanky washroom makeover by Racold that will give a perfect ambience to relax, distress and rejuvenate. Additionally, that, there are exciting prizes to be won every day such as PAYTM wallet cash * and Amazon coupons worth Rs. 500* for daily lucky winner.

The campaign has been launched through the recrafted TV Commercial where the protagonist is in a dilemma to send his parents to an old age home. A Racold hot shower helps him clear his thoughts, enabling him to take a decision. In addition to the TVC, the campaign showcases three digital films which seed the thought of Shower Decisions through the testimonials of a writer, a homemaker turned graduate and an entrepreneur.

The integrated marketing campaign has been launched on television, radio and digital platforms, including YouTube, Facebook, Twitter and LinkedIn. The campaign will be further amplified through point of sale materials leading to category education, enabling consumers to arrive at a decision of which water heater to buy and driving participation.

Commenting on campaign strategy, **Mr. Ramnath.V, Managing Director, Ariston Thermo India Private Limited** said, "The new campaign emphasises on the transformative quality of hot shower from Racold in clearing their mind and enabling to take shower decisions. It resonates with the brand pay off *of reborn every day with hot water* that Racold offers through its wide range of state of the art water heaters. As leader, we wanted to strike relevance with our TG at an emotive level, engrained in the core benefit. We wanted to get away from a feature based me-too communication and wanted to converse rather than communicate with our consumers. We want our consumers to play a role in defining our brand."

Mr. Prashant Dhar, Vice President, Marketing, Ariston Thermo India Private Limited, further elaborated, "We are going all out to amplify this unique campaign across all mediums to let people engage with us with their shower decisions. It's a high decibel 360 degree campaign with TV burst in select markets, PAN India Digital campaign, Radio and Point of Sale activation."

Ever since its inception, Racold brand, has been setting standards in the Indian Water Heating Industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the products. The campaign is rolled out across India and will be concluded on 31st December 2018.

Racold social media handles:

- o FB <https://www.facebook.com/racoldthermoltd/>
- o Twitter <https://twitter.com/RacoldThermo/status/1067425327184400385>
- o LinkedIn <https://www.linkedin.com/feed/update/urn:li:activity:6473188062368239616>

Racold TV Commercial

#ShowerDecision – Andris: Racold Water Heaters:

<https://www.youtube.com/watch?v=F0408yq8YfQ>

#ShowerDecision – Eterno Intello – Racold Water Heaters

<https://www.youtube.com/watch?v=J4cVAFBYCAg>

3 new digital films highlighting the concept of **#ShowerDecision**

- o #ShowerDecision Testimony 1- Suresh Nair, Writer,
Mumbai <https://www.youtube.com/watch?v=uB7H8TFDQpU>
- o #ShowerDecision Testimony 2- Pooja Mehra, Graduate,
Bangalore <https://www.youtube.com/watch?v=DoX2Uq7tUGk>
- o #ShowerDecision Testimony 3 – Kapil Ahuja, Businessman,
Delhi https://www.youtube.com/watch?v=lo0kHiMik_Q

About Ariston Thermo Group

Ariston Thermo Group is the global leader in thermic comfort solutions for domestic, commercial & industrial spaces.

All over the world, Ariston Thermo is synonymous with comfort, energy efficiency and respect for the environment, thanks to its high efficiency products, its plants in compliance with the most advanced production standards and excellent pre- and after-sales customer support services.

The €1.57 billion group employs 7000 people worldwide and manufactures over 7 million products per year, and over 36 million components. With 26 state-of-the-art production units in 15 countries, Ariston Thermo Group has a global presence in 150 countries with Ariston as its flagship brand. Over 6 million households choose us every year and more than 250 million people experience the comfort of Ariston Thermo products. The company invested over 79 million Euros across 23 centers of competence in product research and development in 15 countries. The company has significant presence in Europe and Asia, with production sites in Belgium, China, France, Germany, India, Italy, Netherlands, Russia, South Africa, Switzerland, Tunisia, U.S.A, Uzbekistan and Vietnam. There is now a major thrust on renewable energy, through solar water heaters and systems. By 2020, the group aims to have 80% of its business coming from high efficiency and renewable solutions.

About Ariston Thermo India Private Limited

Ariston Thermo India Private Limited, a wholly owned subsidiary of Ariston Thermo Group, Italy, is responsible for marketing, sales and service of “Racold” products in India.

About Brand Racold

Racold as a brand is synonymous with breakthrough innovation, premium quality and complete customer satisfaction. As a further testimony to their continuous delivery on performance, they have 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 and Heat Pumps, Racold provides complete water heating solutions to all the sectors i.e. domestic, commercial and industrial. Racold focuses on consumer insight led innovation which has led to technological features like Programmable cycle, Smart Bath Logic and Eco sense .

Racold is the first water heater brand to be recognized by the Bureau of Energy Efficiency (BEE) successively for the last 8 years. It has won the prestigious National Energy conservation award consecutively 7 times in a row from 2010 to 2016 and the “Most Energy Efficient Appliance of the year” award in 2017. This award has been instituted by BEE in the electric storage water heater category.

Racold has been awarded as the ‘Most Trusted Brand in India’ in water heater segment by the Brand Trust report 2016 based on research conducted by Trust Research Advisory (TRA). The award is a testimony to the dominance that the brand enjoys in the customer minds.

The Racold brand is licensed to Ariston Thermo India Private Ltd. which is responsible for marketing, sales and service of “Racold” products in India.

For further information log on to <http://www.aristonthermo.com/en/> and www.racold.com

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