



## **Racold Thermo Private Limited introduces new range of solar water heaters 'Alpha Pro'**

*~ This device comes with a unique 'Smart Float' feature which is the first of its kind*

*~ Helps save up to 3,000 units of electricity in a year*

*~ Price range begins from Rs. 19,000 onwards*

**Pune, May 5, 2016:** Racold Thermo Private Limited, India's largest manufacturer and provider of water heating solutions, launched a new range of solar water heaters 'Alpha Pro' at press conference held in Pune today.

The Alpha Pro solar water heater comes with a unique 'Smart-Float' feature which is the first-of-its-kind in the world (patents are pending for this feature). This innovation in solar water heating ensures low maintenance costs, more safety & better aesthetics.

The most significant benefit of having an Alpha Pro is the energy saving that the consumer gets. A 200 litres per day Alpha Pro suitable for a family size of 6-8 members can save up to 3000 units of electricity in an year, not only does it offer huge monetary savings but it also helps in reducing the carbon footprint for a cleaner, greener India.

Speaking at the launch event, Mr. V Ramnath, Managing Director, Racold Thermo Private Ltd. said, "Pune has favorable weather conditions and people have realized the importance of renewable energy. With this awareness, people are increasingly using solar water heaters and are reducing their dependence on electricity consumption. We, at Racold Thermo, have been setting the benchmark in the industry by introducing innovative, state-of-the-art technology and aesthetically designed products every year. The new technology bears testimony to our ability of constantly offering innovative and customized solutions for our customers."

The Alpha Pro is a water heater that falls in the Evacuated Tube Collectors (ETC) category and is available in capacities ranging from 100 to 500 liters per day. It has highly efficient evacuated tubes. The water storage tank is made with food grade SS



304L (step type microstructure). High density Polyurethane Foam (PUF) ensures maximum heat retention. Zinc Alume outer body enhances durability of the product by protecting it against rusting and corrosion & thereby ensuring longer life of solar water heater.

Given the current scenario where electricity cost increases by 10% every year, Racold Thermo expects the payback period of the Alpha Pro to be approximately less than 2 years.

Alpha Pro solar water heater price starts from Rs.19,000/- across the country, available across residential as well as commercial usages like hospitality, healthcare and industrial applications.

Racold is also embarking on a consumer awareness & engagement drive through the digital and social media platforms with a unique concept of 'Sun City', which showcases various applications of renewable energy for households. For further details, please log on to [www.suncity.racold.com](http://www.suncity.racold.com).

For more details on the complete range of water heating solutions, visit [www.racold.com](http://www.racold.com).

### **About Racold Thermo**

Racold Thermo Private Limited, the Indian arm of Italy's Ariston Thermo Group, world's largest company in thermic comfort solutions, has India's largest and fully integrated water heater manufacturing plant at Chakan, Pune. The company has a pan India presence with over 12,000 retail outlets and 170 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 6 times in a row for its electrical water heaters and has been honored as the 'Most Trusted Brand' 2016 by the Trust Research Advisory. 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, Solar water heaters and Heat Pumps, Racold Thermo Private Limited 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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