



Racold Thermo launches 'Turn Up The Heat' campaign to celebrate everyday heroes and spread warmth this winter!!

Innovative campaign invites stories; for every 5 entries received the company will donate 1 water heater to the underprivileged

Pune, December 28, 2015: Being reborn to go beyond ones regular regime and contribute towards making a difference for the society. Racold Thermo reinforces its brand essence of “Reborn Everyday with Hot Water” through this innovative campaign to celebrate these everyday heroes. Titled ‘Turn Up The Heat’, this campaign will focus on those who transform themselves to touch the lives of others.

The stories of these everyday heroes will be showcased through a carefully selected media mix. A dedicated site – <http://turnuptheheat.racold.com> - has been created to throw the spotlight on this initiative. The objective of the campaign is to encourage people to share stories which highlights the way people are reborn to do good for the society. For every 5 goodwill stories that are selected; Racold will donate 1 water heater to the underprivileged.

One of the stories highlighted as a part of ‘Turn Up The Heat’ campaign is that of Aabid Surti, an 80 year old National award-winning Indian Author who fixes taps for free every Sunday and has saved 3.4 million litres of water.

An interesting feature of the website is that the viewer has to click on the ‘Turn Up The Heat’ button to read more details about the story. Every time that the user clicks, a new fact is revealed about the person who is in the spotlight, this helps in to build curiosity and engagements.

Mr. Ramnath Venkatraman, Managing Director, Racold Thermo said, “The aim behind this campaign is to demonstrate how people are reborn and make a difference to the society at large. At Racold Thermo we want to pay a tribute to these everyday heroes and create a wave of change. We are optimistic that this campaign will allow us to turn the spotlight on several unsung yet deserving people in the country.”

Talking about the thought behind this campaign, Mr. Prashant Dhar, General Manager – Marketing, Racold Thermo, added, “We wanted to reinforce our positioning of Reborn Everyday by eliciting actions from our consumers. We firmly believe that this initiative will help us to connect with our consumer in a more powerful manner and will urge them to truly live the philosophy of the brand through this noble cause.” Earlier Racold Thermo has successfully conducted campaigns like ‘Switch 2 Green’ and ‘Wake Up Bucket Challenge’ that is in line with its brand philosophy.

Turn Up The Heat is a two month campaign beginning from December 28, 2015 which will be promoted through digital media and radio stations.



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 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 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

For media queries, please contact:

Adfactors PR:

Renuka Nadkarni | [9930379129](tel:9930379129) | renuka.nadkarni@adfactorspr.com