



Racold Thermo launches 'Turn Up The Heat' to celebrate everyday heroes

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

Mumbai, January 12, 2016: Being reborn to protect what is right is a noble cause that people dedicate their lives to. Racold Thermo has launched an 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 – www.racoldthermo.com/tuth - has also been created to throw the spotlight on this initiative. This website showcases the way people are reborn when they transform themselves to do good for the society. 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.

One of the stories highlighted as a part of 'Turn Up The Heat' is that of Aabid Surti, an 80 year old National award-winning Indian Author fixes taps for free every Sunday and has saved 3.4 million litres of water. The campaign also invites entries from public and for every 5 goodwill stories that are received; Racold will donate 1 water heater to a deserving NGO.

Mr. Ramnath Venkatraman, Managing Director, Racold Thermo said, "The aim behind this campaign is to demonstrate how people are reborn to change what we need and save what we have. 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 do something that would infuse positivity. The stories we choose to highlight through this campaign are that of people who go above and beyond their regular job or profession and transform into someone completely different as they go about creating a difference."

The campaign begins from ---- onwards and will run in the cities of Mumbai, Pune and Bangalore.

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 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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