



Racold Thermo to enhance its leadership position in India

- ~ Plans new product introductions in both renewable and electric portfolio
- ~ Enhance its distribution to 15000 outlets by 2016

Pune, February 15, 2016: Pune-based, Racold Thermo Limited, a leading manufacturer and seller of water heaters in India has aggressive plans for 2016. It has redefined industry standards and set new benchmarks in water heating by driving innovations and enhancing aesthetics, quality, durability, safety and performance of the product, specially adapted to suit Indian conditions. The company has a pan-India presence with over 12,000 retail outlets and 170 service centres.

2016 will be a busy year for Racold as they will be having a battery of launches across water heating categories. In Electric portfolio, some new products are planned in both Instant and storage categories. The company also plans to expand its heat pump portfolio with enhanced offerings, both in commercial and domestic segments. Apart from this, Racold will be further consolidating its solar water heaters portfolio with new product introduction. The company also plans to enhance its reach to 15000 outlets from the current level of 12000 outlets

Mr.V.Ramnath, Managing Director, Racold Thermo said, "The industry is evolving fast and with the entries of multiple brands, both national and multi-national, we see a healthy competition emerging. Considering that the penetration of the category is low -10% in urban India, there is a good opportunity for all quality players. Racold has been the frontrunner of technology in water heating. Backed by a deep understanding of evolving consumer needs and our strong global expertise, we have been setting



unprecedented benchmarks for the industry. We foresee 2016 as a very exciting year for us ”.

Racold has a complete range of Electrical, Gas & Solar water heaters and heat Pumps, providing complete water heating solutions to all the sectors i.e. domestic, commercial and industrial. With a strong belief in ‘Enabling people to re-born every day with innovative & environment friendly water heating solutions’, Racold is a complete water heating solutions provider.

Currently, Racold has very high market shares in West and Southern India and foresees to strengthen its presence in North and East of India.

About Racold Thermo

Racold Thermo Pvt 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 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. 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:

Anita Jangid | 8698665001 | anita.jangid@adfactorspr.com

Sudeshna Chakraborty | 9879743362 | sudeshna.chakraborty@adfactorspr.com