

## This Diwali, Reborn with the power of a hot shower for your 'Abhyang Snan'

**India, 18<sup>th</sup> October, 2019:** Abhyang Snan, the holy bath, assumes significance during the Diwali festivities. With the festival of lights just around the corner, Racold, India's largest water heating solutions provider, urges you to use the power of hot shower to complete the sacred Diwali ritual.

Various studies have shown that a hot shower especially early in the morning has a numerous health benefits. It relieves stress, calms your mind, improves blood circulation, cleanses and purifies the skin. Traditionally Abhyang Snan is known to health benefits and helps once relax. This Diwali, Racold encourages people to follow the tradition with the power of a hot shower.

Extending his festive greetings, **Mr. Prashant Dhar, Vice President- Marketing and E-Commerce at Ariston Thermo Group, Indian Subcontinent, said,** "Narak Chaturdashi, the first day of Diwali, symbolises the victory of good over evil. Abhyang Snan is symbolic of cleansing the devil within oneself. Guided by this belief, we believe Racold's expertise will enable our consumers to transform physically and emotionally with a hot shower bath. We at Racold wish our consumers a Happy and Healthy Diwali."

Racold has recently launched two most stylish and technologically upbeat products – 'Omnis' and 'Aures' in India which has the following smart features:

**Omnis:** Omnis is a combination of technology and energy savings features to deliver personalized hot shower. The Omnis range comes with Wi-Fi, which is an add on to its USP and the intelligent function allows the user to set and control the water temperature as per their bathing requirement and save up to 30% of electricity. Auto diagnosis feature offer the best protection against electric shocks as the inbuilt microprocessor continuously checks all product parameters and cuts the power in case of any malfunction. It also protects from overheating.

**Aures:** Aures, an electric instantaneous water heater is the fastest way to provide unlimited hot water on demand. This one of its kind sleek geyser comes with a wide range of power options from 5.5kW to 24kW ensuring hyper speed, maintaining constant temperature to deliver consistent thermic comfort. The Aures range is engineered for limitless luxury bathing applications, be it endless rain-showers, relaxing in bath tubs or Jacuzzi, there is no need to wait any more for hot water.

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### About Ariston Thermo Group:

Ariston Thermo is a leading global company in the water heating and heating industry. The Group develops and provides solutions based on renewable energy sources, such as solar thermal systems and heat pumps, through a continuous investment in innovation for the development of increasingly advanced connectivity systems. In 2018, the Group recorded a turnover of € 1.61 billion and sold 8 million products in over 150 countries, with 6.800 employees, 66 operating companies and 5 representative offices in 40 countries, 27 production sites in 15 countries and 23 centres of competences and R&D in 14 countries. The Group offers a full range of products, systems and services, mostly under the brands Ariston, Elco, Chaffoteaux, Atag, Racold, NTI and HTP. The goal of Ariston Thermo is to look at the future of thermic comfort, offering an optimal combination of quality, energy savings and care for the environment.

About Racold:

Racold brand is India's largest water heating solutions provider. Delighting customers by providing water heating solutions with a customer-centric approach.

Racold's electric water heaters are energy efficient, innovative and best in class for storage and instant water heating solutions. Racold offers end-to-end solar water heating solutions to suit specific requirements in different markets. It provides customized solutions for industrial, residential, health care, educational and special applications. It also offers gas water heating solutions and heat pump water heaters.

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 [www.racold.com](http://www.racold.com) and <http://www.aristonthermo.com/en/>

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