



Reborn Everyday With Hot Water

Ever since its inception approximately 60 years ago, Racold, a pioneer of the water heater market, has been setting unprecedented benchmarks for the industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of its products. Backed by a deep understanding of evolving consumer needs and its strong global expertise, Racold has been the frontrunner of technology in water heating. Its new launches of Omnis and Aures with advanced features are proving to be game changers.



with other smart features are becoming must-haves apart from the other functional aspects of water heaters.

The growth in the real estate and construction sector has increased the demand for water heaters over the last few years. Although the water heater segment can be divided into industrial, commercial and residential, it is, in fact, the residential sector that is the largest revenue contributor to this market. This is on account of the increase in the housing projects in the country and the government's push towards affordable housing and rural electrification.

While electric storage water heaters are currently dominating

has been challenging existing norms in the industry through its path breaking innovations which resonate with the consumer needs.

Racold is the only water heater brand to be recognised by the Bureau of Energy Efficiency

RACOLD HAS A PAN-INDIA PRESENCE IN MORE THAN **500 TOWNS**

(BEE) for the last nine years consecutively, it has also won multiple Ministry of New & Renewable Energy Awards (MNRE). These and many other such recognitions have cemented Racold's status as the country's largest water heating solutions provider.

Racold, has added another feather to its cap by bagging the prestigious, Emvies Grand and Emvies Gold Awards in the consumer durables category. Racold won these awards for its innovative search campaign on Amazon – Mind your Language – that resulted in an elevated ROI on the platform. The brand competed with other top consumer brands from the country and was felicitated by the Advertising Club Mumbai.

Racold Water Heater also was voted a Superbrand for 2019-2020 by consumers in a selection poll.

History

Racold is one of India's largest water heating solutions providers with over 60 years of trust. It is a fully-owned subsidiary of the €1.61 billion Ariston Thermo Group-Italy, the world leaders in the manufacturing and marketing of water and space heating products and their components.

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

Market

There is vast potential for the water heater industry to expand in India. Currently, with around 58 lakh water heaters sold in 2019, the industry is valued at ₹2,700-2,800 crore and is growing at a CAGR of 6-7%. The growth rate can easily be accelerated by widening its penetration which presently stands at only 10% of the population. Some of the factors driving the industry today include increasing disposable incomes and spreading urbanisation, amongst others.

Another key trend of the industry is the wave of digitisation, namely the traction in the smart products category. As the Internet of Things (IoT) has evolved, everything including phones, watches, cars, and cities are turning smart and increasingly becoming a part of the connectivity web. From connected lighting systems to voice-activated intelligent speakers and programmable thermostats that learn the customer's preferences, IoT integrated with smart home appliances are redefining our daily routines to make life easier. The water heater segment is no different. With increasingly busy lifestyles, instant heating along



the market, a surge can be seen in other technologies like heat pumps and online instantaneous water heaters. Solar water heaters, though growing at a slightly lower pace are still prominent in the overall water heating

Achievements

Racold has been setting standards in the Indian Water Heating Industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the products. Racold is amongst the most respected, trusted and the oldest brands of water heaters in India. It





countries. It is spread large 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, NTL 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.

Product

Racold is a brand synonymous with breakthrough innovation, and redefining the category. Ever since its inception, Racold, has been setting unprecedented benchmarks for the industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the product. Backed by a deep understanding of evolving consumer needs and strong global expertise, Racold has been the frontrunner of technology in water heating, catering to the next generation consumers.

Racold has a wide range of water heaters suiting every need such as electric storage water heaters, electric instant water heaters, online instantaneous, gas water heaters, solar domestic water heaters, solar commercial water heaters and heat pump water heaters.

In 2019, Racold announced the launch of its two most stylish and technologically path breaking products – Omnis and Aures in India.

Omnis is top of the line storage water heater, which has redefined the water heater category in terms of technology and style. Omnis is equipped with India's First Smart Control Technology with a combination of advanced features as Wi-Fi; Smart Bath Logic to customise your bathing experience; microprocessor based Auto Diagnosis to provide safety and Eco-Function for energy conservation. Using the Racold app, users can remotely control it, set temperatures and schedule bath times.

power options from 5.5kW to 24kW.

Recent Developments

2019 has been a significant year for Racold. With revamping of its product portfolio, Racold



unveiled its two most stylish and technologically upbeat products – Omnis and Aures in India. Apart from this, there have been other new



product introductions in Gas Instantaneous Water Heater (GIWH) and Solar portfolio as well.

On the distribution front, while retail stores and multi-brand outlets have been the company's focus and would continue to be so, it has recently entered the high growth e-commerce

space and has been very successful in this rapidly evolving category.

Promotion

A relaxing hot water bath is considered one of the pleasures of life and the brand promise – Reborn Everyday With Hot Water seeks to help customers revive their highest selves. It is not just about providing good quality hot water for bathing and cleaning. In India, bathing is closely

related to cleansing rather than cleaning, because of the many rituals associated with bathing. As one of the market

leaders in the category, the strategy Racold uses is to make a larger connect with the consumers rather than talking about the features of the product like the tank quality, the heating elements or the physical appearance of the product, etc. This is the whole philosophy and strategy on which the brand designs its communication to



Winner of National Energy Conservation Awards Highest Number of Times

Aures is the No Wait Water Heater, a new category of instantaneous water heaters. Equipped with advanced technology, it gives consistent temperature for a seamless shower experience. It is the fastest way to provide unlimited hot water on demand. This one-of-its-kind sleek and super compact water heater comes with a wide range of

connect with the consumer at a more emotive level rather than providing just the physical attributes of the brand.

Racold believes in a 360 degree communication strategy. It is present on offline advertising vehicles like TV, print and radio. Digital is the key to reach out to the new age, digitally inclined consumers and it forms an integral part of the communication strategy. Apart from this, significant importance is given to the shelf visibility of the brand at the point of sales with multiple BTL materials.

In early 2019, Racold launched a unique campaign – Mind Your Language – which was inspired by the words misspelled by customers as they speak in a certain local dialect which often leads to spelling mistakes. It was observed that customers, especially from tier II & III towns, speak in a certain local dialect and thus their literal pronunciations of English words sound different. Tapping into this insight, the campaign was created using wrongly spelled keywords – like the word 'geyser' which was often misspelled into multiple variations like 'gijar', 'geezar', 'geezara'.

Over the course of three months, more than 2,500 keywords variations were used to reach out to audiences using this category. This was done in an attempt to ensure that, regardless of the

misspelled searches, the consumers found a Racold product that met their requirement and simultaneously reach a newer set of audiences as well.

The results were tremendous. In just one month the campaign achieved a high of over 1.5 million searches with 526 misspelled keywords and delivered a 200% increase over planned sales. Results were seen on the ground as well.

The overall cost of sales was

brought down from 22% to 6%

Brand Values

Breakthrough relevant innovation; over 60 years of trust; superior quality; the legacy of Ariston Thermo Group and the aesthetic Italian designs define Racold. The brand stands for Inspiration, Optimism and Excellence.

At Racold, customers always come first, and it never stop listening to them. This has been the reason for its path breaking innovations that make their products world class. It has developed state-of-the-art products that cater to the customers dynamically evolving needs. The brand vision is to enable people to be reborn every day with innovative, eco-friendly water heating solutions and the mission is to achieve customer delight by providing solutions through operational excellence to deliver sustainable, profitable growth.

Things you didn't know about RACOLD WATER HEATERS

- * Racold is one of the pioneers of water heaters in India and a brand that has defined the market
- * It has enjoyed more than 60 years of trust in the country
- * It is a recipient of the BEE Energy Award for nine years in a row and multiple MNRE awards over the last few years
- * The brand is part of Italy based Ariston Thermo Group since 1997
- * It has a vast service network of more than 300 service partners in India

racold.com