

A. O. Smith launches Horizontal Water Heater – EWSH

A. O. Smith India Water Heating Pvt Ltd, a leading water heater manufacturer, announced the launch of EWSH, India's only horizontal water heater with BEE 5 star rating. Ergonomically & aesthetically designed with floor & wall mounting option, the water heaters go a long way in meeting Indian household bathroom fitting requirements. With this announcement, A. O. Smith introduces India's first technologically advanced horizontal water heater backed by American technology that ensures, the water heater works efficiently in Indian water conditions. The range comes with a unique glass coated heating element & 4 Year Warranty on the heating element, reflecting the superior quality of A. O. Smith products.

A.O. Smith's EWSH range comes with a safety valve. The valve is designed to automatically relieve and discharge water in case the

pressure overshoots the present limits. The non- return valve allows water flow only in one direction thus preventing dry heating of element.



Commenting on launch, Tamal Chaudhuri, MD, A. O. Smith India Water Heating Pvt Ltd said, "At A. O. Smith, our primary focus is to bring 'innovation' that delights our customers' in the Indian households with contemporary design, aesthetics and cutting-edge technology. The key is to deliver products with an ideal combination of quality, cost and delivery options."

"The challenge is to keep our global image intact, yet aspire to be the driving force in creating milestones that accommodate needs

of the local Indian market. Energy efficient products, which qualify to international quality standards, have been introduced in Indian market to ensure the world class products for consumers. Our latest addition, EWSH range of horizontal water heaters fully responds to all of these characteristics and endorses our commitment in providing our customers with innovative technology & energy efficient solutions", he added, A. O. Smith products are of superior quality and come with features like colourful bodies. Company's Blue Diamond™ Glass Lining formula withstands corrosion and offers improved protection against premature tank failure caused by hard water commonly found in India. The glass-coated heating element increases life of the heating element. ■

For further details contact:
rhea@corvoshandwick.co.in