

AO Smith eyes 18% mkt share in water heaters

BUSINESS BUREAU

Hyderabad: A O Smith India Water Heating Private Ltd, a subsidiary of US-based water heater maker A O Smith, has set a target to achieve 18 per cent market share in the Indian water heaters market in the next two years.

The company which forayed into Indian market in 2008 currently enjoys 9 per cent market share.

"We are also expanding our manufacturing facility in Bangalore in order to meet the increasing demand for our products. The production capacity of the facility will be

increased from the current four lakh units a year to 12 lakh units and the expansion will involve an investment of \$20 million," Tamal Chaudhuri, the company's Managing Director, told media here on Friday.

He further said the company had introduced five new water heaters, which were specially designed for Indian market.

"These new products come with unique features such as advanced technology, energy efficiency, wireless remote control and maximum protection against hard water," he explained. Besides, it also

launched an innovative water heater - Air2Heat - that generates heat from the environment, thereby saving electricity.

"Keeping in mind the increasing environmental concerns in India and in our constant endeavour to provide our consumers with exceptional offers, we have developed advanced technology for the residential water heaters Air2Heat.

The technology is highly energy efficient and consumes only 40 per cent power as compared to the traditional water heaters," Chaudhuri stated.