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Energy efficient water heaters launched

The US-based manufacturer of water heaters, A. O. Smith comes up with a new range

Promising to address the needs of both household and commercial needs, A.O. Smith, a US-based manufacturer of water heaters, has come up with a new range.

Three litre instant category water heater used in kitchen, 15 litre and 25 litre product, Air2Heat pump and high-end horizontal product were the new varieties introduced in the market, Tamal Chaudhuri, Managing Director of the A.O. Smith India Water Heating Private Limited announced here.

"We developed an advanced technology in residential water heaters - Air2Heat. It's highly energy efficient and environmental friendly consuming only 40 per cent of the electricity when compared to other traditional products," he explained.

He said the new prod-

ucts were designed with unique features such as advanced technology, energy efficiency, wireless remote control, maximum protection against hard water and many more.

Product range

In order to cater the demand of consumers for stylish products, the company has also launched EWS product range (3 litre) water heater with a unique glass coated heating element. Aesthetically designed for Indian homes, this variety goes well with the kitchen or bathroom, he said.

The patented blue diamond glass lining formula out-performs other glass-lined tanks and therefore offers enhanced protection against premature tank failure caused by hard water commonly found here, Mr. Chaudhuri said.

As part of its new line of products, the company has launched Better (HSE-SBS) and Good (HSE-SAS) which uses a special cathodic action to fight the corrosive elements and thus prolongs the life of the water heater. On the other hand, the HSE-HNS 2kW water heater comes with a 2kW element which minimises and prevents scale formation on the surface of the element.

Headquartered in Bengaluru, A.O. Smith India manufactures and markets residential and commercial water heaters and currently has sales offices and stocking warehouses throughout the country as well as sales and customer service organisation in place. The company looks at increasing its market share by 18 per cent in the next two years.

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