

# Symphony's Touch cooler doubles up as air purifier and mosquito-repellent

OUR BUREAU

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Leading air cooler maker Symphony, on Wednesday, announced the launch of the Touch range of coolers for residential segment, offering the benefits of an air purifier and a mosquito repellent as well.

The new age features in the Symphony Touch range includes a touch screen, voice assist and i-PURE technology.

The i-PURE technology will have PM2.5 wash filter, bacteria filter, allergy filter and smell and dust filter for delivering cool and pure air, said Achal Bakeri, Chairman and Managing Director.

The Ahmedabad-based company launched five models ranging from 20 litres to 110 litres for cooling areas up to 600 square feet.

In all, Symphony has a basket of over 35 models of air coolers in the resid-



Achal Bakeri, CMD, Symphony

ential segment. For marketing, the firm is all set to organise dealers' meetings in 56 cities across India.

Symphony commands over 50 per cent market share in the organised air cooler industry in India.

To its credit, it has 13 patents, 11 copyrights, 39 registered designs and 140 trademarks, along with global R&D centre recognised by the Government.

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The Touch range has digital touch screen for effortless operations, and interactive feature 'voice assist' guides the customer while operating the cooler.

In addition, it has six high efficiency cooling pads covering all four sides, removable water tank, cassette-type removable pads for easy maintenance, double blower for powerful air throw, electronic humidity control, full function remote and so on.

Residential air cooler market in India is estimated at ₹3,000 crore and growing at 15-20 per cent per annum.