Fit it & Forget it

A. O. Smith. **World's No. 1** Manufacturer of Water Heaters.

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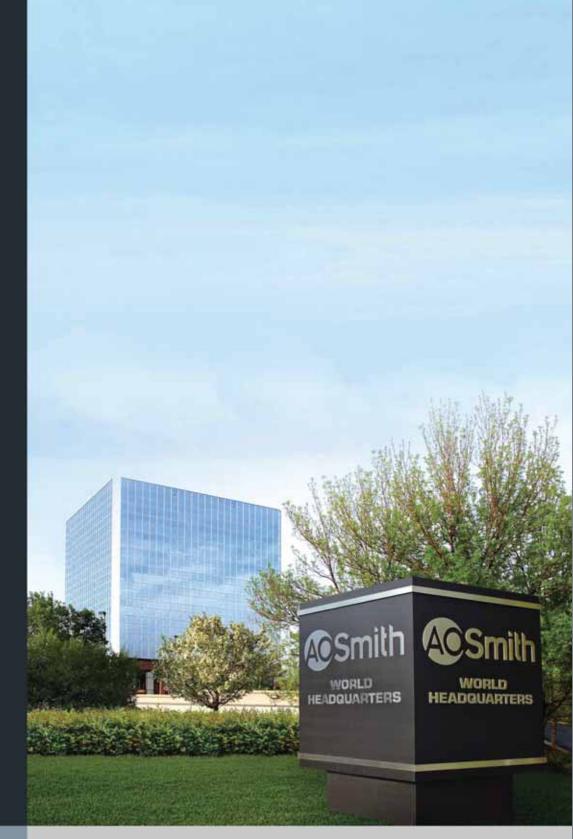
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Fit it & Forget it

Frigid winters, kitchen area, loft installation, hard water. A. O. Smith electrical water heaters have been handling one challenge after another. Since the company's inception in 1874 in Milwaukee, US, avant-garde technology and energy saving solutions have been a key feature.

At A. O. Smith, innovation has a name and we are the world's number 1 manufacturer of water heaters, offering multiple features, energy efficiency and trusted service.



1874 A.O. The Market State Sta

A LEGACY OF INTEGRITY AND INNOVATION

A. O. Smith Corporation, a name that has become synonymous with trust and excellence, has its roots in one man's dreams, Charles Jeremiah Smith. Headquartered in Milwaukee, Wisconsin, USA, A. O. Smith has become the global leader in the manufacturing and marketing of residential and commercial water heating and water treatment equipment.

The 142-year long legacy of innovative technology and energy-efficient solutions has resulted in an array of state-of-the-art products that have made their mark the world over.

GLOBAL PRESENCE. GLOBAL PERSPECTIVE.

A. O. Smith has manufacturing operations in the United States, Canada, Mexico, China, India and Europe and a sales and distribution network that covers over 60 countries around the globe.



Research and Development

The onus of research falls on the Corporate Technology Centre in Milwaukee. With engineering centres in U.S., Canada, China, Europe and India with 500 engineers and technicians, these facilities focus on designing, developing and testing new water heating technologies and products.

THE INDIAN STORY OF THE WORLD'S BEST WATER HEATERS

Growing in Leaps and Bounds

As a premium brand, A. O. Smith manufactures high-tech, energy-efficient water heaters and is known for its quick after-sales service.



In 2006, A. O. Smith became the first U.S. company to enter the residential water heater market in India. With a 76,000 sq. ft. manufacturing plant in the KIADB Industrial Area, Harohalli, Bengaluru in 2010, A. O. Smith added another 150,000 sq. ft. space in 2013.

BUILDING A SUPER BRAND

Making the A. O. Smith water heaters a Super Brand has taken focus, drive and honesty to consistently innovate and maintain the highest standards. While innovation is key, energy efficiency, consistent quality and fulfilling customer expectations are equally important.

Our hallmark is the technical expertise and high quality products that can be relied upon for life. With the longest warranties in the industry for our water heaters, once you 'Fit it', you can simply 'Forget it'.

Winning Accolades



World's No.1 Manufacturer of Water Heater

SELECTED Superbrand INDIA 2014-15 Consumer Validated Superbrand Awarded by Superbrands India in 2014-2015



Product of the Year Best innovations in retail products



National Energy Conservation' Award Awarded by Bureau of Energy Efficiency [BEE]



SETTING BENCHMARKS

A. O. Smith is the undisputed World's No.1 water heater today, right from its classic invention, the Blue Diamond[®] glass-lining technology to its industry best 7-year warranty and Power of 1 service. Further, it has been certified with ISO 9001-2008 in recognition of its premium Quality Management System.





*Extended Warranty: Registration of Extended Warranty (1 year or 2 years) is valid if customer registers the product within 60 days of purchase. For more details log on to www.aosmithindia.com

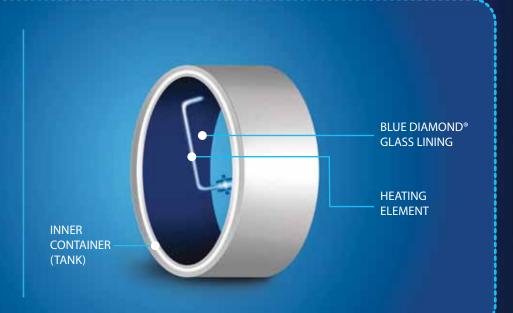
THE BLUE DIAMOND[®] STORY

A. O. Smith is credited with the invention of the glass-lined water heater tanks in 1936. After this, the next breakthrough was the **Blue Diamond**[®] technology in 2004. In this technology, a specially formulated glass frit is bonded to the steel through a complex process that is carried out at over 800° C.

The Blue Diamond[®] glass-lining technology reduces scaling caused by minerals, corrosion due to hard water and leakage of heat into the atmosphere. It also enhances the strength and durability of the tank.

All A. O. Smith water heaters come with Blue Diamond[®] glass-lining technology, replacing the earlier stainless steel water heaters that were prone to rusting, corrosion and scaling due to the contact between hot water and steel.

This U.S. patented technology provides twice the corrosion resistance compared to industry standards and increases the life span of the tank.

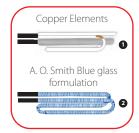


BRILLIANCE LIES IN THE DETAILS



Stronger heavy gauge alloy steel tanks

23% stronger than standard stainless steel or copper tanks; with Blue Diamond[®] glass-lining technology which provides twice the corrosion resistance compared to industry standards and increases the life-span of the tank



Long Lasting Heating Element

Made of incoloy that does not accumulate calciferous deposits like copper elements. Further coated with a Blue glass formulation that eliminates scale deposition and extends life of the heating element



Glass coated fold-back heating element

Fits the shape of the tank, ensuring that heat reaches the middle and bottom of the tank and gives maximum hot water output



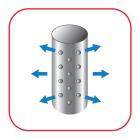
Long-lasting Anode Rod

A customised alloy that works in different Water Conditions, protects the tank and heating element from corrosion, has twice the lifespan compared to a regular magnesium anode



Energy-efficient PUF Injection Technology

The advanced PUF injection ensures uniform and high density foam distribution. Zero gaps between tanks and insulation makes inner container stronger and avoids heat loss



Efficient Inlet Diffuser

Changes water flow direction from vertical to horizontal, breaks down incoming water jet into smaller water streams, ensures minimal diffusion of cold water, supplying more hot water at any point in time

MATCHING EXPECTATIONS WORLDWIDE.

A. O. Smith. **World's No. 1** Manufacturer of Water Heaters.





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Fit it & Forget it

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Smith.

Smith

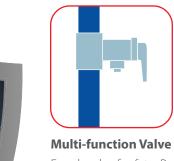
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SAFETY IS BUILT-IN



Thermal Cut-Out

If the water temperature exceeds the highest preset limit, the thermal cut-out function automatically cuts off power supply to the water heater



Four levels of safety: Pressure Relief Valve, Non-return Valve, Drain Valve and Vacuum Release Valve



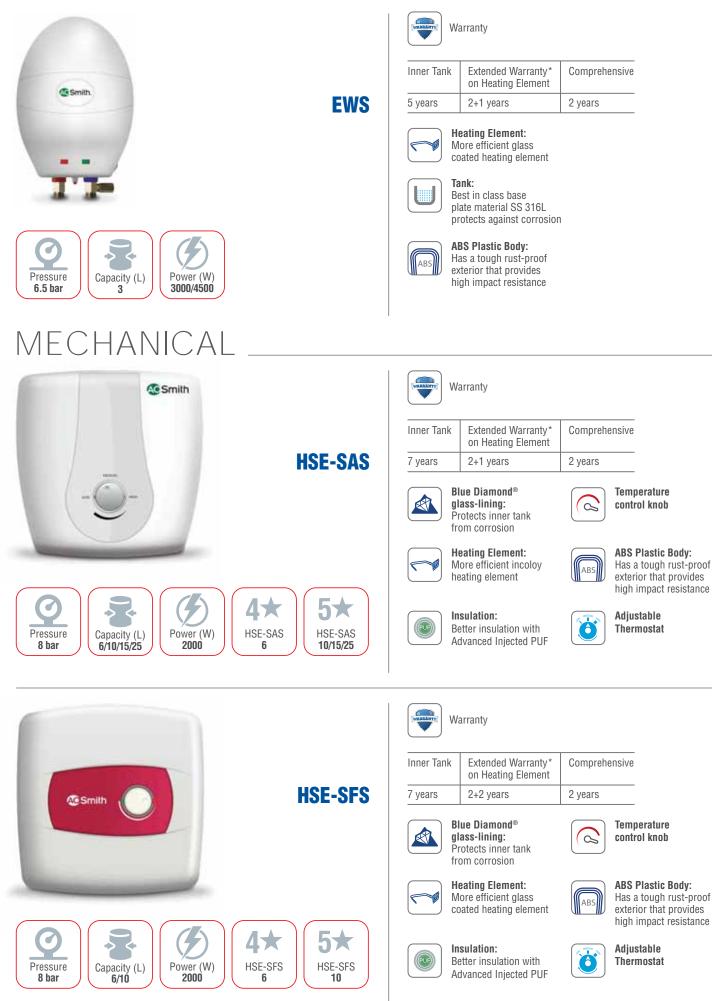
Thermostat

Helps set the hot water temperature and makes the heating element non-operational after the set temperature is reached



Wire Harness and Power Cord Stringent safety standards like UL 1015 for wires, IS 694 for cables and IS 1293 for plug

INSTANT



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MECHANICAL _____

C Smith	Warranty			
	Inner Tank Extended Warranty* Comprehensive on Heating Element			
HSE-SBS	7 years 2+2 years 2 years			
	Blue Diamond® glass-lining: Protects inner tank from corrosion			
	Heating Element: More efficient glass coated heating element ColourMatch System: Changeable colour panels (8 options)			
	Insulation: Better insulation with Advanced Injected PUF Better insulation with Advanced Injected PUF			
Pressure 8 bar 10 Power (W) 10 HSE-SBS 10	Adjustable Thermostat			
Smith	Warranty			
	Inner Tank Extended Warranty* Comprehensive on Heating Element			
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Pressure 8 bar Capacity (L) 6/15/25 Power (W) 2000 HSE-SDS 6 HSE-SDS 15/25	Adjustable Thermostat			
C Smith	Warranty			
	Inner Tank Extended Warranty* Comprehensive on Heating Element			
HSE-SGS	7 years 2+2 years 2 years			
	Blue Diamond® glass-lining: Protects inner tank from corrosion			
	Heating Element: More efficient glass coated heating element			
$\left(\begin{array}{c} \bigcirc \\ Pressure \\ 8 \text{ bar} \end{array} \right) \left(\begin{array}{c} \bigcirc \\ Capacity (L) \\ 6/10/15/25 \end{array} \right) \left(\begin{array}{c} \bigcirc \\ Power (W) \\ 3000 \end{array} \right) \left(\begin{array}{c} 5 \\ HSE-SGS \\ 6/10/15/25 \end{array} \right) \left(\begin{array}{c} \bigcirc \\ Pressure \\ HSE-SGS \\ 6/10/15/25 \end{array} \right) \left(\begin{array}{c} \bigcirc \\ Pressure \\ HSE-SGS \\ 6/10/15/25 \end{array} \right) \left(\begin{array}{c} \bigcirc \\ Pressure \\ HSE-SGS \\ $	Insulation: Better insulation with Advanced Injected PUF			
8 bar 6/10/15/25 3000 6/10/15/25	Adjustable Thermostat ABS Plastic Body: Has a tough rust-proof exterior that provides high impact resistance			

*Extended Warranty: Registration of Extended Warranty (1 year or 2 years) is valid if customer registers the product within 60 days of purchase. For more details log on to www.aosmithindia.com

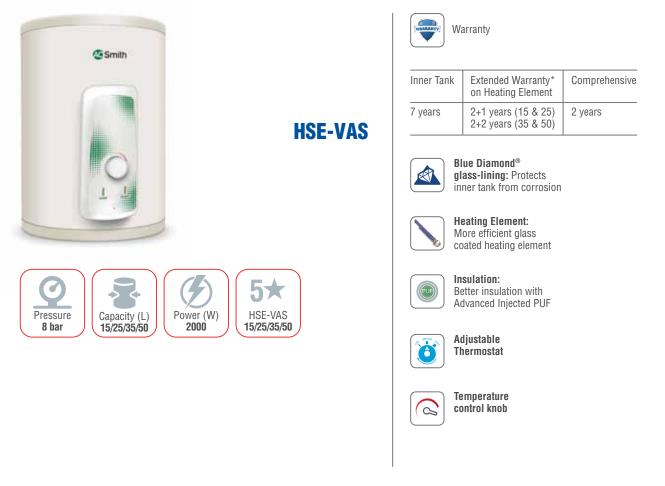
A SMART TWIST TO A STEAMING, HOT BATH.

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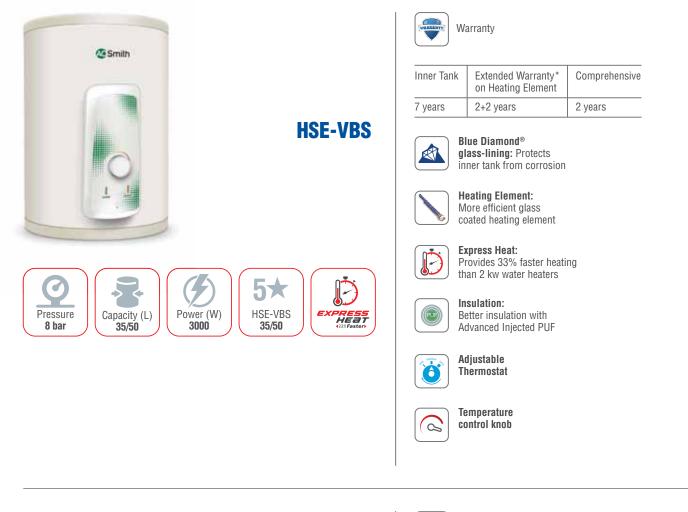
Thomas

MECHANICAL



		W	/arranty	
🐼 Smith	8	Inner Tank	Extended Warranty* on Heating Element	Comprehensive
	12	7 years	2+2 years	2 years
Image: Pressure 8 bar Image: Capacity (L) 15/25/35/50 Image: Capacity (L) 2000 4★ HSE-HAS 15/25 15/25/35/50 15/25	HSE-HAS 5* HSE-HAS 35/50		Ilue Diamond® Iass-lining: Protects oner tank from corrosion Ileating Element: More efficient glass oated heating element insulation: Hetter insulation with divanced Injected PUF Indjustable hermostat	

MECHANICAL



	WARRATY W	/arranty	
Smith !	Inner Tank	Extended Warranty* on Heating Element	Comprehensive
2	7 years	2+2 years	2 years
And and a second se	g 🕺 🖉	Blue Diamond® Ilass-lining: Protects nner tank from corrosion	
HSE-HBS		leating Element: Aore efficient glass oated heating element	
Pressure Represented to the second	 F	xpress Heat: Provides 33% faster heati han 2 kw water heaters	ing
	E E	nsulation: Better insulation with Idvanced Injected PUF	
	T (ldjustable Thermostat	
		emperature ontrol knob	

EXPERIENCE FUTURE TODAY

India is going digital and A. O. Smith is becoming the prime choice of new india.



DIGITAL IS IN



Power Select Key

Change power option to 1000W, 2000W or 3000W



Energy Meter Displays total energy

consumption



Wireless Remote Controller

Controls the functions of the water heater



00:68 °C

Digital Temperature Setting

Sets the temperature between 25°C to 75°C



I-Time Mode

Sets the time and temperature to provide continuous hot water at the set-time



Smart Timer Mode 'Auto-On Time' and 'Auto-Off Time'

(24 hours time clock)



Adaptive Energy Saving System

Adopts the water utilization habit of the user, helps save energy by reducing thermal losses



Display of Hot Water Amount

Displays the amount of hot water available



Digital Clock Sets the clock to 'Real Time', (24 hours time clock)

DIGITAL



VIABAAATYY V	Varranty		
Inner Tank	Extended Warranty* on Heating Element	Comprehe	ensive
7 years	2+2 years	2 years	
	Blue Diamond® glass-lining: Protects inner tank from corrosion	00:68 °C	Digital Temperature Setting: Sets the temperature between 25°C to 75°C
	Heating Element: More efficient glass coated heating element	C Stein	Energy Meter: Displays total energy consumption
	I nsulation: Better insulation with Advanced Injected PUF		Wired Remote Control: Control water heater functions and diagnose certain fault conditions
ABS	ABS Plastic Body: Has a tough rust-proof exterior that provides high impact resistance	60° C	LED Display Board: Indicates the water temperature, energy consumed and error messages if there is a failure
	ColourMatch System: Changeable colour panels (8 options)		failure



*Extended Warranty: Registration of Extended Warranty (1 year or 2 years) is valid if customer registers the product within 60 days of purchase. For more details log on to www.aosmithindia.com

DIGITAL



HSE-SFS



Inner Tank	Extended Warranty* on Heating Element	Comprehensive
7 years	2+2 years	2 years



Blue Diamond® glass-lining: Protects inner tank from corrosion

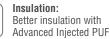


Express Heat: Provides 33% faster heating than 2 kw water heaters



ABS Plastic Body: Has a tough rust-proof exterior that provides high impact resistance

















Wireless Remote Controller: Controls the functions of the water heater

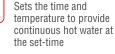


LED Display Board: Indicates the water temperature, energy consumed and error messages if there is a failure



Digital Temperature Setting: Sets the temperature between 25°C to 75°C





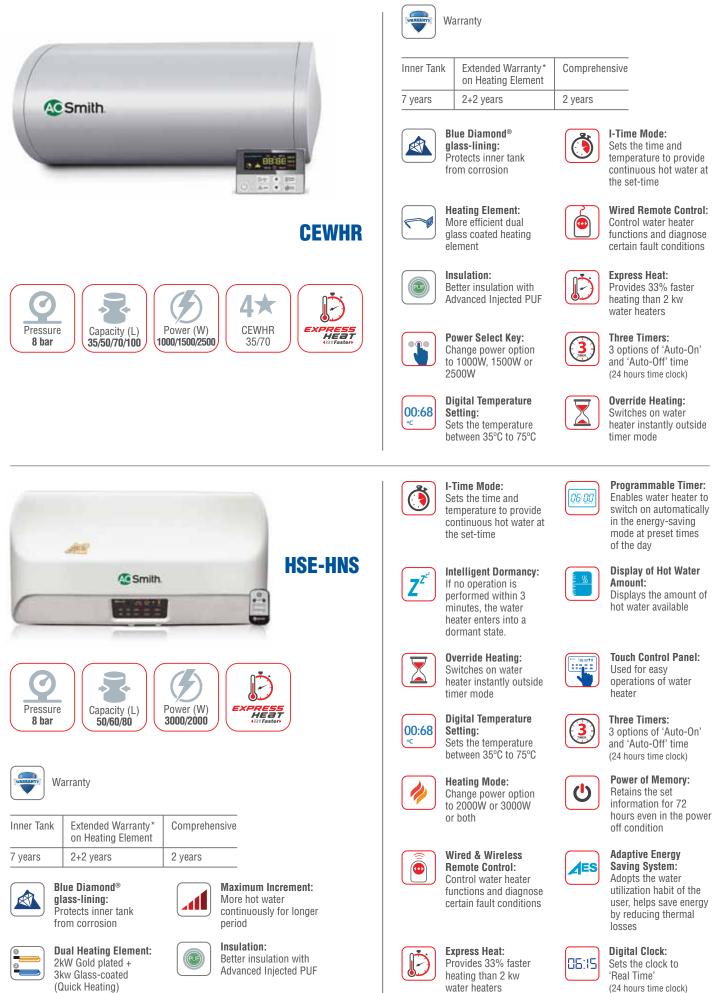






Digital Clock: Sets the clock to 'Real Time' (24 hours time clock)

DIGITAL



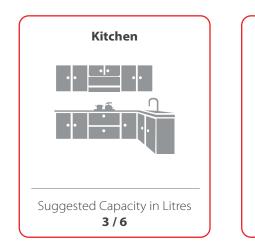
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HOW TO CHOOSE YOUR WATER HEATER

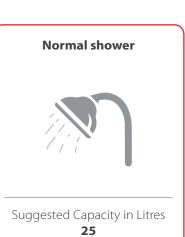
KEY THINGS YOU SHOULD KNOW WHEN SELECTING YOUR WATER HEATER

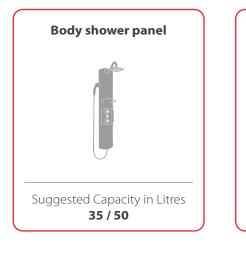
What should be the capacity of the water heater?

The capacity of the water heater depends on the kind of usage:

















MATCHMAKERS GUIDE

					MECHANICAL	
		EWS	HSE-SAS	HSE-SBS	HSE-SFS	
PRODUCTS		-	-			
CONVENIEN	CE					-
Blue Diamon	id® glass lining	-	\checkmark	\checkmark	\checkmark	
Glass coated	heating element	\checkmark	-	\checkmark	\checkmark	
LED Indicato	rs	~	\checkmark	\checkmark	\checkmark	
C Temperature	control knob	-	\checkmark	\checkmark	\checkmark	
Express Heat		\checkmark	-	🗸 (6 Lts)	-	
Thermal cut-	out	\checkmark	\checkmark	\checkmark	\checkmark	
Anode rod		-	~	\checkmark	\checkmark	
Safety valve		-	\checkmark	\checkmark	\checkmark	
Adjustable Th	hermostat	-	\checkmark	\checkmark	\checkmark	
Mounting		Wall	Wall	Wall	Wall	
SPECIFICATIO	ONS					
Power (KW)		3 4.5	2	3 2	2	
Capacity (L)		3	6 10 15 25	6 10	6 10	6
	Height	384	317 373 373 444	317 373	319 386	
Dimensions in mm	Width	245	317 373 373 444	317 373	319 386	
	Depth	197	258 277 348 383	258 277	285 309	258 3
Net weight (k	gs)	3.4	6.3 8.2 9.8 13	6.3 8.2	6.5 9	6.3 9
AESTHETICS Colours		White Ivory	White Ivory	White Ivory	White Ivory	
ColourMatch	System®	-	8 Colour Panel (Chargeable)	8 Colour Panel	-	8 Cold
	Tank	5 Years	7 Years	7 Years	7 Years	7 Year
WARRANTY	Extended warranty on Heating Element	2+1 Years*	2+1 Years*	2+2 Years*	2+2 Years*	2+2 Y
	Comprehensive	2 Years	2 Years	2 Years	2 Years	2 Year

			EXPRESS HEAT		
HSE-SDS	HSE-HAS	HSE-VAS	HSE-SGS	HSE-HBS	HSE-VBS
	P = 0 A	1 27		-	1 201
\checkmark	\checkmark	\checkmark	✓	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	✓	\checkmark	✓
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
-	-	-	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Wall	Wall & Floor	Wall	Wall	Wall & Floor	Wall
2	2	2	3	3	3
6 15 25	15 25 35 50	15 25 35 50	6 10 15 25	35 50	35 50
317 373 444	320 320 395 395	510 516 665 870	317 373 373 444	395 395	665 870
317 373 444	604 804 810 1015	339 395 395 395	317 373 373 444	810 1015	395 395
258 348 383	320 320 395 395	339 395 395 395	258 277 348 383	395 395	395 395
6.3 9.8 13	12 18 21 26	14 18 20 24	6.3 8.2 9.8 13	21 26	20 24
White Ivory	White	White	White Ivory	White	White
8 Colour Panel	-	-	8 Colour Panel	-	-
7 Years	7 Years	7 Years	7 Years	7 Years	7 Years
2+2 Years*	2+2 Years*	2+1 Years* (15&25 Lts) 2+2 Years* (35&50 Lts)	2+2 Years*	2+2 Years*	2+2 Years*
2 Years	2 Years	2 Years	2 Years	2 Years	2 Years

Note: A. O. Smith reserves the right to amend or modify the specifications and features at any time, as and when required without any prior notification.

A. O. Smith ColourMatch System[®]



Colours shown are only indicative and may vary from actual colours available.

The product of your choice comes with either white or ivory body colours, along with the same coloured front panels. The A. O. Smith ColourMatch System® allows your water heater to match the colours of your bathroom. Call the A. O. Smith Customer Care Centre [1800-103-2468] to register your product within 60 days of purchase and ask for one of the Decorative Front Panel colour options which will be delivered to you at no cost. This option is available only once, on a purchase.

PRODUCTS

	CONVINEINCE				
	Blue Diamond glass lining				
	Glass coated heating element				
ſ	Dual glass coat	ted heating elements			
Ð	Express Heat				
8.8 0.2	Digital Display				
•	Remote				
	Power Option				
	Energy Meter				
06:15	Digital Clock				
00.68 ~	Digital Temper	ature Setting			
١	I-Timer Mode				
C	Smart Timer M	ode (Auto on/off)			
	Thermal cut-out				
	Mounting				
	SPECIFICATIO	NS			
	Power (KW)				
	Capacity (L)				
		Height			
	Dimensions in mm	Width			
		Depth			
	Net weight (kgs)				
	AESTHETICS Colours				
	ColourMatch System®				
		Tank			
	WARRANTY	Extended warranty on Heating Element			
		Comprehensive			

		DIGITAL		
HSE-SBS	HSE-SES	HSE-SFS	CEWHR	HSE-HNS
	0		den	-
		1		
✓	✓	✓	✓	✓
\checkmark	\checkmark	-	-	-
-	-	\checkmark	\checkmark	\checkmark
-	-	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Wired	Wireless	Wireless	Wired	Wired Touch Control /Wireless
-	-	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
-	-	\checkmark	\checkmark	\checkmark
\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
-	-	\checkmark	\checkmark	\checkmark
-	-	\checkmark	✓	✓
\checkmark	\checkmark	\checkmark	✓	\checkmark
Wall	Wall	Wall	Wall	Wall
2	2	3/2/1	1/1.5/2.5	3/2 3/2 3/2
15 25	15 25	15 25	35 50 70 100	50 60 80
373 444	373 444	386 444	395 395 464 464	427 483 483
373 444	373 444	386 451	750 870 905 1070	850 717 876
337 371	337 371	349 391	395 395 464 464	434 483 483
9.8 13	9.8 13	11 14	22 24 31 34	22 25 29
White Ivory	White Ivory	White Ivory	White	White
8 Colour Panel	8 Colour Panel	4 Colour Panel	-	-
7 Years	7 Years	7 Years	7 Years	7 Years
2+2 Years*	2+2 Years*	2+2 Years*	2+2 Years*	2+2 Years*
2 Years	2 Years	2 Years	2 Years	2 Years

*Extended Warranty: Registration of Extended Warranty (1 year or 2 years) is valid if customer registers the product within 60 days of purchase.

POWER OF 1 SERVICE[#]

A. O. Smith has raised the concept of service to a new high since customers can be sure of getting highly efficient and prompt after-sales service. It is the only water heater company with a dedicated Customer Care Centre with highly-trained company technicians, ready to service the product as and when needed.



A. O. Smith will schedule a service appointment within one hour of your calling our toll free number (1800-103-2468).



Once the service appointment is fixed, you can expect a visit from a qualified and trained Company Service Technician on the same day and your problem will be fixed.



A. O. Smith's Company Service Technician carries and replaces any non-working components on the first visit itself assuring you that your water heater will be working fine.

0.S/

POWER

OF

HOUR RESPONSE[#]

DAY RESOLUTION

TIME FIX

Toll free on **1800-103-2468**



A. O. Smith Call Centre Executives are fluent in English, Hindi and regional languages.

#For calls registered at A. O. Smith Call Centre before 4 pm only. Available only in selected cities. For more details please call our Toll Free No. 1800-103-2468 or log on to www.aosmithindia.com.

CUSTOMERS SPEAK



Jitesh H



Bhanuprakash Chundi



Nilesh Atre



G. Sudhir

One of the BEST service experiences I have had, starting with the placement of the order for a water heater to it being fitted at home. Kudos to the technician for a very professional approach and also advising us on how to take care of the water heater. Keep up the good work A. O. Smith.

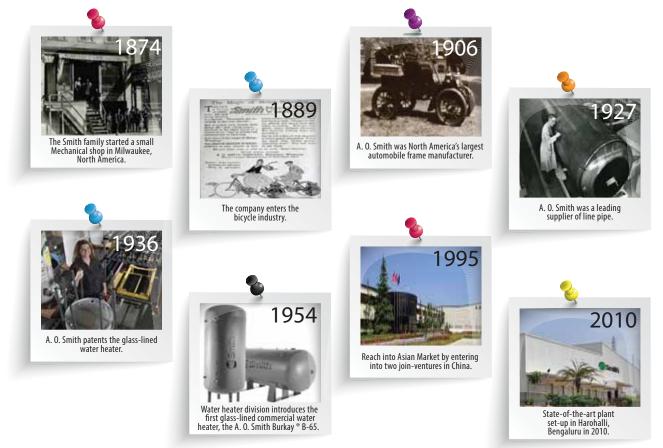
A big thank you for resolving all my service requests so well. The service request was addressed in time. I could see that the technician was dedicated to his work. He did his work in a very clean and neat manner and to my complete satisfaction. I am very impressed with the kind of service that I have received and would recommend A. O. Smith to others too.

Two A. O. Smith water heaters were successfully installed on 10th July, 2016 by Mr. Prashant Kumbhar. He has done the installation in a very good and clean manner. Also, he has explained the working of the water heaters very well. On a scale of 1 to 10, we would like to give him 10/10 for this installation. We are fully satisfied with the A. O. Smith installation service and both the water heaters are working very well.

I am very satisfied with the service of the A. O. Smith technician, Shri. S. Mahesh. He called me within 1 hour after the registration of the complaint and enquired about the problem. He took prior appointment and came as per the scheduled time. He has done good quality work

OVER A CENTURY OF INNOVATION

A. O. Smith enjoys a rich history of achievements. A glimpse at our 142 year history reveals numerous engineering and technical achievements.



EXPANDING THE WATER FOOTPRINT

In 2015, the company made its foray into the water purification industry with premium residential water purification products.

In just over a year, A. O. Smith water purifiers have been successfully launched in a number of cities, including, **Bangalore, Pune, Hyderabad, Delhi (NCR), Kolkata, Vadodara, Ahmedabad, Chennai** with many more cities on the anvil.



Plot No. 300, Phase - II, KIADB Industrial Area, Harohalli, Kanakapura Taluk, Ramanagara District, Karnataka – 562 112, India. CIN: U31909KA2006PTC040282

www.aosmithindia.com