

## Symphony launches BOOK A COOLER - digital innovation to cater to the summer demand



**Mumbai, Apr 22, 2020 ([Issuewire.com](http://Issuewire.com))** - The consumer durable companies are preparing themselves to keep the economy afloat while the country is slowly approaching the end of the lockdown. Summer season is the peak time for the air-cooling industry. Symphony, the world's largest air-cooling company, while coping with a slowdown situation, is gearing up for the summer demand for air coolers owing to the rising temperatures.

Many experts have indicated that in the current environment, it is important to keep doors and windows open and avoid closed spaces. This makes Air coolers as the preferred cooling option for consumers this summer. Symphony Air coolers are most effective when used keeping the windows/doors opened. Symphony coolers also come with i-pure technology which ensures that the multi-stage filtration give fresh, filtered and pure flow of cool air inside, that aids to create a refreshing experience. Air coolers, thus, may see a demand upsurge in the coming months, but the consumers may not be currently able to buy them from the retailers due to the lockdown. The situation also brings more trouble to the people in the older age-group who are vulnerable to changing weather conditions much more than any other age group. It's therefore important to recognize this need and make it possible for the emerging summer demand to be fulfilled at the earliest possible opportunity to post the lockdown.

While the retail shops are closed, the industry players are looking to bridge the supply-demand gap via home-delivery models. Symphony had recently kickstarted an awareness drive towards educating people about the importance of keeping rooms and houses properly ventilated, is now gunning for post-lockdown deliveries while consumer bookings can be made even during the lockdown period.

Symphony is the market leader in air cooling with solutions for households, industrial (factory level air cooling) and commercial facilities (shops, restaurants, educational institutions etc.) As a disruptor of a highly unorganized sector, where almost 70% of air coolers are purchased through the unorganized market, brand Symphony is making an effort to cater to the rising demand of air coolers this summer by the digital medium through its 'Book Now, Pay on delivery' campaign. Mr. Achal Bakeri, Founder, Chairman & Managing Director Symphony Ltd. reflected on the campaign, *"Through this initiative, we are streamlining and organizing the management of demand by digitalizing the orders for air coolers and supplying that information to the respective channel partners across the country who can plan for post-lockdown deliveries. This is to ensure a win-win situation for consumers as well as all the stakeholders in the supply chain. This will also help to anticipate the demand and optimize inventory management accordingly."*

The world is adapting to changing times. All the industries are going through difficult times right now, but that doesn't mean they are giving up. Digital has been, in the last few years, believed to be the future driver, and this is going to be even more relevant now, more than ever. By adapting to these changes, using the latest digital and technology-driven delivery logistics solutions, companies like Symphony are planning to come out stronger at the end.

### **About Symphony: "The world leader in evaporative air cooling"**

"Leadership that is unparalleled. Innovation that is unmatched. Air cooling expertise that is unrivalled. This makes Symphony the world's #1 air cooling company."

Symphony, an Indian Multi-National Company with presence in over 60 countries is the world's largest manufacturer of air-coolers. From inventions to innovations, energy responsibility to environmental stewardship, Symphony is a market leader which has been cooling customers for generations. The massive supremacy of Symphony coolers in the residential, industrial and commercial segments has made the brand synonymous with 'cooling'.

Founded in 1988, in Gujarat, India, Symphony Limited established a new category of evaporative air-cooling in India, taking it to the globe. As a disruptor of a highly unorganised sector, the company has set high benchmarks comprising 108 trademarks, 49 registered designs, 7 copyrights and 8 patents, defining the gold standard of air cooling.

At Symphony, research and development and engineering technology is a sustainable competitive advantage. The company delivers market-leading products with design innovation, improved energy conservation, distinctive styling and customer-centric design.

As a pioneer in the air-cooling industry, Symphony develops breakthrough technologies to combat climate change. It is providing solutions for affordable cooling and comfortable environments for maximum efficiency, productivity and wellbeing.

Symphony Limited is a publicly-traded company delivering value to its stakeholders in the most profitable and effective way. In India, the market capitalisation of the company is valued at over INR 10,000 Crores which is a coveted league among the public listed companies.

Symphony Limited has been awarded the Guinness World Record for creating the world's largest functioning air coolers. The company also provides solutions through its world's largest air-cooling project In Mecca-Madina at Hajj Camp and Ramdev Patanjali Yoga Bhavan, Haridwar, India.



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