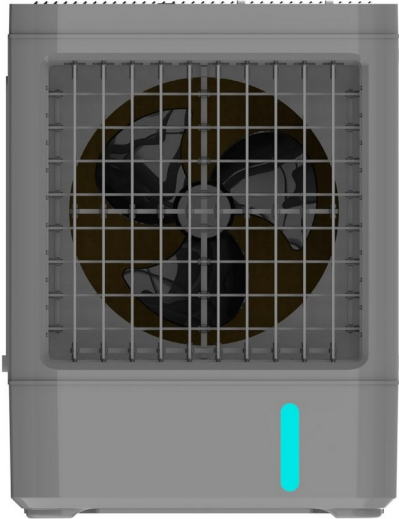


Thermocool new 3 cooler names

Thermocool new 3 cooler names

1. Bulky & wide



- **Dhurandhar** – The one who can carry the biggest load. A big, capable cooler that does the heavy lifting for the whole room.
- **Bade Miyan** – playful riff on "bade miyan chhote miyan," implies "the big boss" with a wink.
- **Vistaar** – Means expanse. The wide body throws cool air across a bigger spread, so the name mirrors what it physically does.
- **Baazigar** - The one that stands out and wins. Big personality for the biggest-looking SKU.
- **Bade Sahab** - Concept: The premium, important member of the lineup. Thermocool Bada Sahab — Bade ghar ka bada cooler.

2. Tall tower



- **Lehar** – Means wave. Suggests smooth, sweeping airflow, more about how the air feels than the tower's height
- **Unnati** – Means rise/elevation. A tall tower quite literally "rises" in the room, so the name tracks the shape directly.
- **Shikhar** – Means peak/summit. Works if this is the tallest or top SKU in the tower lineup.
- **Minar** - A tall structure rising vertically, but elegant and strong. Thermocool Minar - Upar se lambi, thandak mein aage. More premium.
- **Udaan** - The product visually rises upward, while the airflow travels far. Thermocool Udaan — *Thandak jo aage badhe.*

3. Short, square, curved edges



- **Raftaar** - The curved design feels agile rather than bulky, while the name connects to fast airflow. Thermocool Raftaar - *Thandak ki tez raftaar.*
- **Tashan** → short but full of attitude
- **Jalwa** → visually stylish
- **Dabangg** → compact but commanding
- **Dumdar** → performance over size
- **Nazakat** → soft curves + strong cooling

Veron 95l Air Cooler

Veron 95L Air Cooler

New Name suggestions : -

1. Shagun

Concept: A gift given to mark a happy beginning.

This is probably the most natural fit for the wedding/festival gifting proposition.

Positioning:

Thermocool Shagun - Khushiyon ke saath, thandak bhi.

2. Saugaat

Concept: A special gift brought for someone you care about.

Feels slightly more premium and traditional than Tohfa.

Positioning:

Thermocool Saugaat - Apno ke naam, thandak ka tohfa.

3. Apnapan

Concept: A gift isn't just about the product; it's about the feeling behind giving it.

Positioning:

Thermocool Apnapan - Apno ko thandak ka ehsaas.

More emotional and family-oriented.

4. Rishta

A gift strengthens relationships.

Thermocool Rishta

Jo apno ke kaam aaye.

Simple and emotional.

Veron more names

5. Manokamna

Concept: Means "heartfelt wish," used often in blessing/gifting contexts at weddings and festivals.

Positioning: Thermocool Manokamna – Har khushi ke saath, thandak ki dua.

6. Nazrana

Concept: Means a special gift or tribute given with respect and affection, slightly more premium than "tohfa."

Positioning: Thermocool Nazrana

7. Sneh

Concept: Means affection, positions the gift as an expression of warmth and closeness.

Positioning: Thermocool Sneh – Sneh se badi koi thandak nahi.

8. Milan

Concept: Means a coming together, fits weddings and family reunions where gifting happens.

Positioning: Thermocool Milan – Rishton ka milan, thandak ke saath.

9. Samarpan

Concept: Means dedication or offering. A gift given with sincerity and emotion.

Positioning:

Thermocool Samarpan – Dil se diya, apno ke liye.

10. Amaanat

Concept: Something precious entrusted to someone you care about. Gives the product emotional value beyond just being a gift.

Positioning:

Thermocool Amaanat – Apno ke naam, sambhal kar.

More emotional and slightly premium.

11. Navrang

Concept: The many colours and emotions of celebration. Works particularly well for festivals and Indian occasions.

Positioning:

Thermocool Navrang – Har khushi ka rang, thandak ke sang.

Cooler Series Name Suggestion

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1. **Breeze Range** – English word, but "breeze" is widely understood and sounds fresh/premium.
2. **AirMax Series** – "Max" adds a power connotation, common in appliance naming (like AC models).
3. **Chill Edition**– youthful, casual Hinglish, works if audience skews younger/urban.
4. **Frost Range** – "frost" implies deep cooling, sounds fresh and premium like Breeze.
5. **Storm Range** – implies strong air throw, bold and modern sounding.
6. **Zephyr Range** – "zephyr" means gentle breeze, more poetic/premium English option, slightly upscale.
7. **AeroChill Edition** – "aero" (air) + chill, sounds techy and modern.

Cooler Range Series Name

- Breeze Range
- AirMax Series
- Chill Edition
- AeroChill Edition
- Air X Series
- AirElite Edition
- Chill Wave Series
- AirNova Series
- CoolVerse Range

AeroWave Edition

AirPulse Series

AeroVibe Serie

BreezeMax Series