

VOLTAS

5th March, 2020

BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

National Stock Exchange of India Limited
Listing Department
Exchange Plaza
Bandra-Kurla Complex
Bandra (East), Mumbai 400 051

Dear Sir,

Re: Press Release

We are enclosing herewith for your information, copy of the Press Release titled 'Voltas introduces *Maha-Adjustable Inverter AC* range; strengthens its portfolio of Cooling Products', which is being released for publication.

Thanking you,

Yours faithfully,

VOLTAS LIMITED



(V. P. MALHOTRA)

**Vice President - Taxation,
Legal & Company Secretary**

Enc.

VOLTAS LIMITED

Corporate Management Office

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Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

Voltas introduces *Maha-Adjustable Inverter AC* range; strengthens its portfolio of Cooling Products

- *Augments its Product Portfolio, with the introduction of its 2020 range of Cooling Products*
- *Strengthens its range of Voltas Beko Home Appliances*
- *Strengthens its offerings in Air Coolers & Commercial Refrigeration Products*

Mumbai, 5th March, 2020: Voltas, India's undisputed leader in Cooling Products, and the No. 1 AC brand, from the house of the Tata's, has further reinforced its leadership position in the Cooling Products space, by launching the new **Voltas Maha Adjustable Inverter AC**.

Commenting on the launch of the new range of Air Conditioners, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, *"As the leading brand in Air Conditioners, we constantly strive to offer the best of technology that is both affordable and accessible, to our consumers across the country. With our new range of Maha-Adjustable Inverter ACs, we are embodying the spirit of consumer centricity by giving them the option of multiple tonnage in one product. This range compliments the consumer's need for comfort and energy savings.*

Based on the cultural insight of Indians opting to 'adjust', Voltas' Maha-Adjustable Inverter AC comes with the unique value proposition of 'Flexible Air Conditioning' that allows the user to choose from multiple tonnage options. Consumers have the ability to switch from 1.5 Ton to 1 Ton capacity or 2 Ton, depending on the **ambient heat** or **number of people** in the room; leading to savings and optimization of running cost.

The Voltas 2020 AC product range includes **over 87 SKUs**, with 52 SKUs in Inverter ACs, 21 in Split ACs and 14 in Window ACs, besides Cassette and Tower ACs. Along with this, Voltas has also launched 10 SKUs in its popular Adjustable AC range.

Key Features of Voltas Adjustable Inverter ACs:

- **Multi Adjustable Mode:** Intelligent switching within multiple tonnages, basis ambient heat and number of people in the room
- **Superdry Mode:** Controls the humidity levels in the room by quick dehumidification
- **Eco- friendly Refrigerant:** Green refrigerant, which is environment friendly
- **Stabilizer Free Operation:** Protects the AC from voltage fluctuations
- **High Ambient Cooling:** Keeps user comfortable even at 52°C

Key Features of Voltas Fresh Air Coolers:

- **Smart Humidity Controller:** optimizes the humidity in the air
- **Turbo Air Throw:** Large fan size delivers powerful air throw to cool large spaces.
- **Pre Soaking:** Pre-cools the Honeycomb pads before starting the fan, releasing cool and fresh air
- **Honeycomb Cooling pads:** More durable, and provides uniform cooling without letting dirt and sediment deposit

Voltas' new range of ACs are also coupled with unique & exciting promotional offers for consumers, this summer:

- **Lifetime Inverter Compressor Warranty**
- **5 Year Comprehensive Warranty**
- **Attractive Cashback through credit cards**
- **0% Consumer Finance through NBFCs**



As a part of its 2020 product launch, the Company has also launched **30 SKUs of its Voltas Fresh Air Coolers** with Smart Humidity Controller and Turbo Air Throw, under various sub-categories such as Personal, Window, Tower and Desert Air Coolers. The Company strengthened its overall portfolio by introducing **60 SKUs of Commercial Refrigeration** products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer and has also launched **17 SKUs of Water Dispensers** and **30 SKUs of Water Coolers**.

Through its new Home Appliances JV brand, **Voltas Beko**, the Company has launched a wide range of **Refrigerators**, including the Direct Cool refrigerator series. The StoreFresh technology in the Voltas Beko refrigerators enable 30 day freshness of fruits & vegetables. The Company has also increased the portfolio of **Washing Machines and Dishwashers**.

About Voltas Limited: Voltas Limited is a premier air conditioning and engineering solutions provider and a Projects specialist. Founded in India in 1954, Voltas Limited is part of the Tata Group, and in addition to Air Conditioners, Air Coolers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; Voltas offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, electrification, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India. It has also launched its range of Voltas Beko Home Appliances, through its JV in India, in equal partnership with Arcelik of Turkey.

Issued by:

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Key Features of Voltas Beko Home Appliances: Refrigerators:

- **StoreFresh+ Technology:** 30 day freshness of fruits & vegetables.
- **Neofrost Dual Cooling Technology,** maintains same temperature right from top to bottom of the crisper, ensuring no mixing of odors between compartments.
- **Active Fresh Blue Light Technology,** simulates natural lighting conditions, keeps food fresh.

Washing Machine:

- **Stain Expert function:** helps remove 26 types of Indian stains.
- **Steam Wash:** Softens dirt, releases wrinkles and sanitizes clothes.
- **Prosmart Inverter Motor** enhances washing machine's performance while consuming less energy, brushless motor provides low friction.
- **India's first 5 Star Semi-Automatic** Washing Machine.