

26th October, 2018

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

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith for your information, copy of the Press Release titled 'Voltas launches its new Brand Store in City Centre, Sector 4, Bokaro', which is being released for publication.

Thanking you,

Yours faithfully,
VOLTAS LIMITED


(Rajesh Bhatia)
Deputy Company Secretary

Enc.

VOLTAS LIMITED

Corporate Management Office

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Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

Voltas launches its new Brand Store in City Centre, Sector 4, Bokaro

Voltas and Voltas Beko, collectively showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances in their new Brand Store.

Bokaro, 26th October 2018: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new Brand Store – **M/S Global Electronics**, in Bokaro's premier shopping area, City Centre, Sector 4.

The brand store features a well-designed and visually appealing **display of new range of Voltas Beko & Voltas' products, comprising of Refrigerators, Washing Machines, Microwaves, Dishwashers, Air Conditioners, Air Coolers, Commercial Refrigerators, Water Dispensers & Water Coolers.** Conveniently located in the heart of Bokaro, the new brand store would enhance Voltas' brand experience and visibility.

The Brand Store launched today, meets the growing expectations of consumers in a major city like Bokaro, with technologically advanced Home Appliance line up of Voltas Beko. The store was inaugurated by Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited, in the presence of Mr. Shivam Kedia, Global Electronics. A renowned retailer in Bokaro, Global Electronics, is associated with Voltas Limited to market Voltas and Voltas Beko range of products.

Speaking on this occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, "We are delighted to announce the launch of the Voltas Beko Home Appliances range for all our valued customers. As a market leader in the AC category, Voltas has always placed customer centricity at the core of all its offerings. Voltas Beko has been built on the same principle, aiming to provide best in class products as '*Partners of Everyday Happiness*'. In sync with the government's 'Make in India' initiative, by FY'20 we will be manufacturing these products in the facility at Sanand, Gujarat. We are very happy to partner with Arçelik, whose core competencies complement ours, and together we aim to make Voltas Beko the market leader in the white goods space."

Voltas Beko has launched more than 100 SKUs including 44 SKUs of Refrigerators, 40 SKUs of Washing Machines, 12 SKUs of Microwaves/Ovens and 7 SKUs of Dishwashers. Voltas Beko has positioned itself as '*Partners of Everyday Happiness*' with the consumer benefit of '*Nutrition, Preservation for Refrigerators; and Cleaning Efficiency for Washing Machines*'. The brand aims to provide its consumers with state of the art innovative products leveraging Voltas' brand & distribution strength coupled with Arçelik's global expertise in product development.

Voltas is the **No.1 AC brand** with over 25% Market Share at an All India level, and having a sizable lead over its nearest competitor. Voltas is also the market leader in Jharkhand & East with over 28% and 23% market share respectively, as per latest third party retail audit report.

About Voltas Limited

Voltas Limited is a premier air conditioning and engineering solutions provider and a Project 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, water management & treatment, cold chain solutions, building management systems, indoor air quality, textile machinery, and mining and construction equipment. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India with market share of more than 25% (as per the latest published reports for FY19).

For more information, please contact:

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