

Voltas launches its new Brand Store in Sector 10, Faridabad

Voltas and Voltas Beko, collectively showcase their new range of Cooling Products, Water Dispensers and Home Appliances in their new Brand Store.

Faridabad, 13th October 2018: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new Brand Store – **M/S Mayur Engineers**, in Faridabad's premier shopping area, Sector 10 Market.

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 Faridabad, the new brand store would enhance Voltas' brand experience and visibility.

The Brand Store is being launched to meet the growing expectations of consumers in a major city like Faridabad, with technologically advanced Home Appliance line up of Voltas Beko. The Voltas Brand Store – **Mayur Engineers**, was inaugurated today by Mr. Pradeep Bakshi, MD & CEO, Voltas Limited, in the presence of Mr. A.P. Jain & Mr. Rahul Jain, of Mayur Engineers. Associated with Voltas Limited since 2005, Mayur Engineers have 4 stores, including 3 Voltas Brand Stores in Faridabad.

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 plans to launch more than 100 SKUs over the next 3 months 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 Haryana & North India with over 30% market share, as per latest third party retail audit report.

About Voltas Limited

VOLTAS LIMITED

Corporate Communications Department

Voltas House A 4th Floor Dr Babasaheb Ambedkar Road Chinchpokli Mumbai 400 033

Tel 91 22 66656280 66658281 Fax 91 22 66656288 website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

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:

Asawari Sathaye	Voltas Limited	022-66656280/1 asawarisathaye@voltas.com
Richa Seth	Adfactors PR	9930143531 richa.seth@adfactorspr.com

VOLTAS LIMITED

Corporate Communications Department

Voltas House A 4th Floor Dr Babasaheb Ambedkar Road Chinchpokli Mumbai 400 033

Tel 91 22 66656280 66658281 Fax 91 22 66656288 website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise