

VOLTAS

1st August, 2019

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

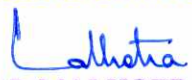
National Stock Exchange of India Limited
Listing Department
Exchange Plaza
Bandra-Kurla Complex
Bandra (East), Mumbai 400 051

Dear Sir,

Re: Press Release

We are enclosing herewith for your information, copy of the Press Release titled 'Voltas starts the festive season with its Onam Celebration Offer', 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

Registered Office Voltas House 'A' Dr Babasaheb Ambedkar Road Chinchpokli Mumbai 400 033

Tel 91 22 66656251 66656258 Fax 91 22 66656311 e-mail vpmalhotra@voltas.com website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

Voltas starts the festive season with its Onam Celebration Offer
Opportunity to win attractive gifts worth up to Rs. 1 crore on purchase of Voltas or
Voltas Beko products

Kochi, 1st August, 2019: Voltas Limited, the undisputed market leader for Air-Conditioners in India, announced its Onam Celebration Offer, for its customers in Kerala.

As a part of the offer, on purchase of **Voltas or Voltas Beko** products, consumers get the chance to win assured gifts through a scratch card, including the unique **Onam Dream Home Pack** worth Rs. 1 lakh. The consumers also have the chance to win ACs, Refrigerators, Washing Machines, Water Dispensers and Microwaves, besides the assured chance of winning a branded football. Along with these gifts, consumers also have the facility to avail easy EMI finance through NBFCs, and 5% Cashback on select credit cards. The offer commences on 1st August 2019, and is valid till 15th September 2019.

Commenting on the occasion, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *“Kerala has always been a prime market for Voltas and we are committed towards growing our presence and reach in this region. As a Tata Company and a responsible market leader, we have always placed customer centricity at the heart of all our offerings. Onam is an auspicious time for all of us, and we aim to make it even more special with our exclusive consumer offer. We wish all our customers a very happy and prosperous Onam.”*

Voltas is a leader in the Kerala market, and has garnered a market share of approx. 23% in Kerala, which contributes close to 24% in the Southern market. The Company is not only the undisputed market leader across India, with a market share of close to 24%, but also has the highest Reach and Brand Equity across the country.

The Voltas 2019 AC product range includes over 100 SKUs, with 46 SKUs in Inverter ACs, besides Cassette and Tower ACs. This year, the Company has also launched India's first *Adjustable Inverter AC* range, which comes with the unique value proposition of 'Flexible Air Conditioning', besides a unique range of Wi-Fi enabled ACs which can be voice controlled through Alexa. In the Voltas Fresh Air Coolers range, the Company has launched 39 new SKUs with unique features like Smart Humidity Controller under various sub-categories such as Personal, Window, Tower and Desert Air Coolers.

Its new Joint Venture (JV) Home Appliances brand, Voltas Beko, has launched over 61 SKUs of Refrigerators including Frost Free, Bottom Mounted and Side by Side refrigerators which are equipped with StoreFresh+ technology. The JV has also launched 14 SKUs of Front Load Washing Machines with AutoDose and AirTherapy

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technologies, 12 SKUs of Top Load Washing Machines with Dual Power Rain feature and 31 SKUs of Semi-Automatic Washing Machines with Double Water Fall and FastDry as well as premium Toughened Glass and Soft Fall features. The brand also launched 4 SKUs of Dishwashers with AquaIntense and CornerIntense technologies and 9 SKUs of Microwaves.

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About Voltas

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 with market share of close to 24%. It has also recently launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

Issued by:

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