

Voltas brings in the festive season with its Special Offer for Onam

- **Consumers to get benefits up to INR 20,000 on purchase of Voltas or Voltas Beko products**
- **Assured Gifts, Easy Finance schemes, Installation and Cash Back offers**
- **The offer commences on the 1st of August and is valid till the 15th of September**

Kochi, 23rd July, 2020: Voltas Limited, the undisputed market leader for residential Air-Conditioners in India, announced its Onam Celebration Offer for its customers in Kerala. Recognized as the fastest growing consumer durables market in India, Kerala is an important state for the Air Conditioning and Home Appliances brand.

As a part of the festive offer, consumers will have the opportunity to win benefits of up to INR 20,000 on purchase of **Voltas and Voltas Beko** products. The offer value will depend on various criteria, which includes the product and the model bought. Voltas is offering a combination of Cashback Offers, 5 Year Extended Warranty, Installation package and Exchange offers, in order to make the buying process easier for the Onam customer. With an effort to increase access to Voltas & Voltas Beko products, the brand has introduced multiple finance offers which include 10% Cash back on select Credit Cards and Easy EMI Finance offer through NBFCs. The Company is also offering an assured branded watch with each purchase. The offer commences on **1st August'20, and is valid till 15th September'20.**

Commenting on the occasion, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *“As the fastest growing market in the industry, Kerala has always been an important state for us at Voltas. We are constantly working towards strengthening our presence in this region. As a market leader, it is our endeavor to offer our consumers advanced and technologically superior products at an affordable price. This Onam we are delighted to launch new models of Refrigerators, Washing Machines and Dishwashers for our consumers in this market. Like every year, the auspicious festival of Onam is celebrated to bring in a new spirit of positive development in Kerala and this year we hope to witness the same across the country. We wish all our customers a very happy, prosperous and a safe Onam.”*

South India contributes 25% towards the Air Conditioning and Home Appliances industry; and Kerala is the fastest growing market for the industry. As a market leader in Kerala, Voltas has always been at the forefront of consumer offers. Voltas is the market leader in India with a market share of over 25% as per third party retail audit reports This is backed up by an extensive 19000+ customer touch points along with a very high brand equity.

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. The Company has also launched 30 SKUs of its Voltas Fresh Air Coolers with Smart Humidity Controller and Honeycomb Cooling Pads, under various sub-categories such as Personal, Window, Tower and Desert Air Coolers. The Company also strengthened its overall portfolio by introducing 60 SKUs of Commercial Refrigeration products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer. The Company has launched 17 SKUs of Water Dispensers, and 30 SKUs of Water Coolers.

Through its new Home Appliances brand, Voltas Beko, the company has launched 99 SKUs of Refrigerators including the recently launched Direct Cool refrigerator, which have witnessed a huge traction throughout the country. Voltas Beko launched 13 SKUs of Front Load Washing Machines with Stain Expert Technology, 10 SKUs of Top Load Washing Machines with Dual Power Rain feature and 9 SKUs of Semi-Automatic Washing Machines, with Double Waterfall feature. The brand also launched 3 SKUs of Dishwashers, which has witnessed huge success recently; and 7 SKUs of Microwaves.

About Voltas Limited: In addition to its Unitary Cooling Products business (which includes Air Conditioners, Air Coolers and Commercial Refrigeration products), Voltas is a premier engineering solutions provider and Projects specialist. Founded in India in 1954, Voltas offers smart engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning (HVAC), refrigeration, electro-mechanical projects, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, electrification and indoor air quality. Voltas Limited is one of the top 10 companies within the Tata Group. It has also launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

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