

## **Voltas launches more Friendly Brand stores in Bangalore**

Bangalore witnessed the rapid spread of brand Voltas in two of its hottest localities commencing in November 2008. This surge came close on the heels of the launch of a new brand store in end-October 2008, and took the form of two launches in a single day.

An exclusive outlet was launched in partnership with M/s Yashashvi Marketing, displaying the entire Voltas range of products, including Split and Window ACs, DC inverter - Panache, corner AC – Vertis Pristine, ductable AC, water dispenser, water cooler, and commercial refrigeration products. With 300 sq ft of spaciousness, the store offers an exhilarating ambience for customers. Graced by a striking display of ACs on blue backlit panels, customers get to experience different models in a hands-on way before making a decision.

Yet another Voltas outlet opened its doors in the vicinity of the famous ISKCON Temple in North Bangalore. Projecting brand Voltas as an ultimate friendly shopping experience, the store offers a complete display of products, with ACs displayed in blue-lit wooden panels, and Corner ACs fitted into - of course! - corners. With all the products in operating mode, a customer can use a remote to explore its functions, stand in the corner to feel the swing of the Corner AC, and enjoy the cooling of a Voltas Cassette AC.