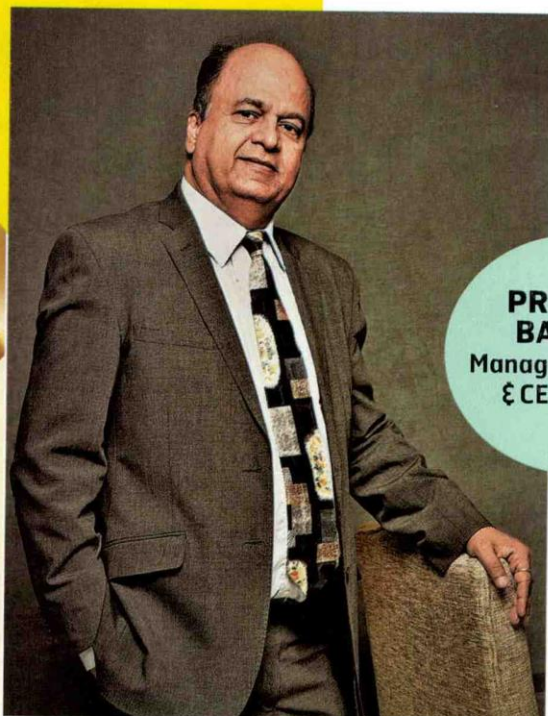




## COLUMN

# LEADING BY EXAMPLE



**PRADEEP BAKSHI,**  
Managing Director  
& CEO, Voltas

**T**HE year 2024 is a milestone for Voltas as we celebrate 70 years of enriching lives and transforming the industry.

This remarkable journey reflects our enduring impact and inspires us to continue driving innovation and excellence in the years to come. As we conclude 2024, we have navigated a dynamic landscape marked by unprecedented technological and environmental transformations. We achieved a remarkable milestone with our highest-ever air conditioner sales of over two million units in FY24 as well as CY24, driven by strategic innovations that address the complexities of changing weather patterns.

### Products With Purpose

Our breakthrough Smart Air ACs, featuring IoT-enabled operation and super-silent operation, exemplify our commitment to providing versatile solutions that deliver smart,

year-round comfort and superior energy efficiency. We followed up the launch of the product with a new signature summer campaign of Voltas, 'Shor Kam, Kaam Zyada,' to introduce the new Smart Air AC and its features. The introduction of Harvest Fresh technology in our refrigerators further underlines our dedication to smart, eco-friendly products that preserve nutritional value and meet the sophisticated demands of modern consumers.

Meanwhile, Voltas Beko launched the impactful 'No More Ziddi Monsoons' campaign to address laundry woes during the rainy season and celebrated the evolving role of women during Women's Day, honouring their significant contributions to building a more efficient and sustainable world beyond traditional boundaries through its 'It Is He' campaign.

### Built To Inspire

To reinforce our leadership in commercial air conditioning innovation, we showcased our smart and energy-efficient HVAC solutions at ACREX 2024 and presented our latest product advancements at the Consumer Electronics World Expo (CEAMA) 2024. Further, Voltas highlighted its robust portfolio of energy-efficient commercial refrigeration products at AA-HAR 2024, underscoring our expertise in delivering sustainable, cutting-edge solutions for a better tomorrow.

### Winning Strategy

Looking ahead to 2025, we anticipate continued growth in India's consumer durables sector, fuelled by urbanisation, rising disposable incomes, and greater penetration into Tier-2 and Tier-3 markets via organised retail and online commerce and expanding our brand store footprint. Trends such as digitisation, the integration of AI and IoT in appliances, value-added and feature-led products are expected to reshape the industry further.

Voltas is committed to being at the forefront of these trends by strengthening our R&D capabilities, expanding our product portfolio, and enhancing our omnichannel presence. As a brand, we aim to meet the needs of a new generation of environmentally conscious consumers. **BW**

**We achieved a remarkable milestone with our highest-ever air conditioner sales of over two million units in FY24 as well as CY24**