

Voltas steals the show

At The Hindu Metro Plus Lifestyle show 2008

Voltas co-sponsored The Hindu Metro Plus Lifestyle show for the very first time, in Chennai. Held at the Chennai Trade Centre, the show is a platform for the country's largest companies to launch their new products, get closer to their target audiences, and hear their opinions and feedback in a one-to-one interaction. More than 50,000 visitors attended the expo, where Voltas showcased its new product arrivals such as the corner fitting AC, DC inverter, and the entire range of ACs, water dispensers, water coolers and commercial refrigeration products.

The Hindu Metro Plus show has grown remarkably since it began in Chennai in 2004, to cover three cities in 2005, and nine cities in 2007.