

## **Voltas launches its second Brand Shop at Prayagraj, Uttar Pradesh The 19<sup>th</sup> Brand Shop in the State**

***Voltas and Voltas Beko will collectively showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the new Brand Shop***

**Prayagraj, 24<sup>th</sup> August 2021:** Voltas Limited, **India's No. 1 AC brand**, from the house of Tata's has launched its Second Brand Shop, M/s Mega Electronics Sales in the city of Prayagraj at Vivekanand Marg, on 24<sup>th</sup> August 2021 and it is the 19<sup>th</sup> Brand Shop in the state. Currently, Voltas has over 190 Exclusive Brand Outlets (EBOs) as of FY 2021 and plans to launch many more by the end of FY 2022.

The brand shop features a well-designed and visually appealing **display of a new range of Voltas and Voltas Beko products, comprising Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers**. Conveniently located at the commercial centre of the city, the new brand shop would enhance Voltas' brand experience and visibility.

The Brand Shop is being launched to meet the expectations of consumers from Prayagraj and enable them to experience the best-in-class and technologically advanced range of products offered by Voltas and Voltas Beko.

**Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "We are delighted to announce the launch of a Voltas brand shop at Vivekanand Marg, Prayagraj. As a market leader, we have always placed the customer at the core of all our business operations and continue to endeavour to provide them with technologically advanced products that address their needs. The new Brand Shop is an extension of this promise wherein we would be offering our range of Voltas and Voltas Beko products under one roof."

The **Voltas 2021 AC product range includes over 150+ SKUs, with 95 SKUs in Inverter ACs, 20 in Split ACs, and 20 in Window ACs**, besides Cassette and Tower ACs. Within this, Voltas has launched **22 SKUs of Maha Adjustable AC**. The company has also launched 48 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 new range comprises of Windsor with 4 sided cooling advantage, Epicool with style and ultra-cooling, Virat with a sturdy metal body, and Alfa fresh with purification advantage.

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 **22 SKUs of Water Dispensers**, and **25 SKUs of Water Coolers**. The company has recently launched its new range of Air Purifiers, comprising of 3 SKUs.

Through its new Home Appliances brand, **Voltas Beko**, the company has launched **99 SKUs of Refrigerators** including the recently launched Direct Cool refrigerator, which has witnessed a huge traction throughout the country. Voltas Beko launched **13 SKUs of Front Load Washing Machines**

### **VOLTAS LIMITED**

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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:**

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, Air Purifiers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; the company also 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 a footprint of over 24,000+ customer touchpoints. It has launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

**For more information, please contact:**

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