

## **Voltas launches new brand Shop in Deoria, Uttar Pradesh** *The 1<sup>st</sup> Brand Shop in the city*

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

**Deoria, 1 November-2021:** Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has launched its new Brand Shop, **M/s Sunrise Electronics** at CC Road, Near Hanuman Mandir in Deoria, Uttar Pradesh on the 1<sup>st</sup> of November 2021 and it is the 1<sup>st</sup> Brand Shop in the city. Voltas has over 170 Exclusive Brand Outlets (EBOs) pan India and has an accelerated expansion plan for the future.

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 one of the prime localities at Deoria, the new brand shop would enhance Voltas' brand experience and visibility.

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

Commenting on the occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "We are delighted to announce the launch of the first Voltas Brand Shop in Deoria. As a market leader, we have always placed the customer at the core of all our business operations and we continue to endeavour to provide them with technologically advanced products that address their everyday 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 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.

### **VOLTAS LIMITED**

Corporate Communications Department

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Through its new Home Appliances JV brand, **Voltas Beko**, the company has launched **99 SKUs of Refrigerators** including the recently launched Direct Cool refrigerator, which has witnessed 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:** 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 one of the leading 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 also launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik.

**For more information, please contact:**

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