



Voltas Beko celebrates the spirit of fathers with #TheStrongerDads Campaign

A powerful tribute to fathers who prioritize family while aspiring for greater heights

Mumbai, June 16, 2023 - Voltas Beko, a JV between India's No. 1 AC Brand, Voltas and Europe's leading free-standing consumer durables player, Arçelik, has launched a new film, '#TheStrongerDads', for Father's Day. This film honours the often-overlooked heroes of contemporary households – dads, who willingly share the responsibilities of managing household chores while also striving for success in their careers.

Voltas Beko aims to celebrate the strength and dedication of fathers who wholeheartedly embrace their equal share in household responsibilities. Urban India is increasingly dissolving gender roles and Voltas Beko aims to contribute to this by showcasing the idea of successful fathers who are also home makers. '#TheStrongerDads' is a powerful and heart-warming story that unfolds through a day in the life of a homemaker father, showcasing his unwavering commitment to his family. The film beautifully captures the essence of his daily routine and interactions with Voltas Beko products, symbolizing the brand's seamless integration into simplifying their lives.

The film's narrative is brought to life through a juxtaposition of the protagonist's voiceover, that combines the language of business with domestic day-to-day situations. This unique approach creates a penny-drop moment for viewers, inviting them to challenge societal norms and recognize the extraordinary strength of these fathers. Throughout the film, audience will witness the protagonist's determination to succeed as an entrepreneur while prioritizing his family's well-being.

"For us at Voltas Beko, our narrative and brand proposition has been 'tested by real moms'. To us this means a family, where well-being of all members takes centre stage and for centuries women have played the part for us. This Father's Day, we wanted to take this opportunity to celebrate our fathers, the men who stand tall, break societal barriers and take equal responsibility of the household. We believe that true essence of a family lies in working as a team. '#TheStrongerDads,' is our ode to men who believe in an equal world and are working as equal partners in life. We agreed that this was a thought that needed to be brought out, and worked together to translate the thought into this beautiful film. We hope this acts as a thought-starter and sensitises the society." said Mr. Prasenjit Basu, Head of Marketing at Voltbek Home Appliances.

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 Room Air Conditioners, Voltas also has Air Coolers, Air Purifiers, Water Dispensers, Water Coolers, Commercial Refrigeration and Commercial Air Conditioning products in its portfolio. 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 25,000+ customer touchpoints. It has also launched its range of Voltas Beko Home Appliances, through its JV in India, in equal partnership with Arçelik of eastern Europe.

About Voltas Beko: Voltbek Home Appliances Private Limited (Voltas Beko) is an equal partnership joint venture between India's leading Air Conditioner Company, Voltas Limited, and one of Europe's largest household appliances manufacturer, Arçelik. The brand 'Voltas Beko' was launched in September 2018. Their portfolio of products includes Refrigerators, Washing Machines, Microwaves/Ovens and Dishwashers. The brand offers its consumers state-of-the-art innovative



products and leverages Voltas' brand & distribution strength and Arçelik's global expertise in product development. Voltas Beko has been consistently increasing its footprint in the Indian home appliances segment and has currently over 7000 consumer touchpoints.