

Voltas Beko launches 'Veggie Crush'; a one of its kind unique game to engage with its customers this festive season;

- The game will be available on the [Voltas Beko website](#)
- The game is a perfect using gamification and technology to entice customers
- Customers can play online and also get a chance win exciting prizes every week
- The 'Ultimate Veggie King' will win a state-of-the-art Voltas Beko Refrigerator.

Mumbai, 13 October, 2022- Voltbek Home Appliances Private Limited (Voltas Beko) – a JV between the market leader for Room Air Conditioners in India, Voltas Limited and Europe's leading freestanding consumer durables player, Arçelik, launched '**Veggie Crush**', a one of its kind unique game to engage and incentivize its customers this festive season. Through this game, Voltas Beko intends to debunk the myth around the shelf life and storage of vegetables.

Available on www.VoltasBeko.com, and also accessible via www.voltas.com, '**Veggie Crush**' is a unique blend of technology coupled with engaging visuals effects that will take the players on a fun ride virtually crushing and matching vegetables along the way. The more you match and crush, the more points you win. The star player who wins the maximum number of points will be declared the 'Ultimate Veggie King'. Players will also have a chance to win some exciting weekly prizes.

Rules of the game:

- The players need to crush all the veggies that are older than 30 days and not let any old vegetable(veggie) sink to the bottom. This would keep the vegetables fresh and away from viruses and fungi.
- You need to similar veggies and crush them together to earn big coins. Every time an old veggie is crushed, the user earns some coins.
- The player who will crush the maximum veggies and top the leaderboard at the end of every week will become the 'The Ultimate Veggie King.'
- The Ultimate Veggie King stands a chance to win a new Voltas Beko refrigerator.

Commenting on the launch of an exclusive game Veggie Crush, Jayant Balan, CEO, Voltas Beko said that *"The current generation is tech savvy and high on gaming. Gamification has proven to be a great way to engage with customers in a fun way and also create a recall about the features of a product. As India's fastest growing Home Appliances brand, our aim was to use technology and gaming effectively to talk to our audiences and engage them in a fun way.*

This game was developed based on the insight that a lot of our consumers were not aware of the right way to store vegetables in their refrigerators. 'Veggie Crush' is a simple, easy to play game, that is highly engaging and also shares some hacks to make your vegetables last longer. We are confident that the game will be popular among consumers across all age groups."

VOLTAS LIMITED

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This game was launched as an extension of the introduction of the new range of Voltas Beko Frost Free refrigerators that offer exciting features like NeoFrost™ Dual Cooling, Internal Electronic Temperature Control & Display, LED lamination and ProSmart™ Inverter compressor to ensure even cooling, efficient lighting and seamless operations. The refrigerator is available in six aesthetically pleasing colors like Celin Wine, Celine Blue, Nightingale Blue, Nightingale Purple, Brushed Silver and Wooden Black to suit the requirement of every home. This product range comes in two different capacities with the price range starting at INR 34,190.

Voltas and Voltas Beko have kick-started the festive celebrations with exclusive festive season offers on the occasion of Onam, Ganesh Chaturthi, Durga Puja and Navratri; and will soon launch exciting offers for Diwali. These offers will make buying more rewarding and give our customers a variety of great offers to choose from.

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 recently launched its range of Voltas Beko Home Appliances, through its JV in India, in equal partnership with Arcelik.

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