

Voltas spreads festive cheer for customers in Kerala with delightful offers

- *The offer will be valid from 01st July to 30th September 2023*
- *Customers will get exciting Cashback offer up to 15% on selected Voltas and Voltas Beko products*
- *Customer will get attractive Additional Extended Warranty along with Fixed Easy EMI & Zero down payment options*
- *Customer can also get exclusive Free Standard Installation on ACs.*

Mumbai, 21 August 2023: As the festival of happiness and joy – Onam - approaches, Voltas, a pioneer in the consumer electronics and air conditioning industry, is excited to announce its exclusive range of Onam offers crafted specially for customers in Kerala. With a legacy of providing technologically advanced products that enhance the comfort and lifestyle of its customers, Voltas continues to reinforce its commitment to the people of Kerala during this auspicious season.

Onam offers include cashbacks, extended warranty and installation packages, to make the buying process easier for customers.

To increase access to Voltas and Voltas Beko's dynamic range of products, the company has introduced multiple finance offers including fixed easy EMI & zero down payment options. Additionally, Voltas is also offering up to **Additional Extended Warranty** to encourage purchases for home upgradation. The offer commences is valid till 30th September 2023. The offers is available at all our retail stores.

Onam is celebrated with immense enthusiasm and traditional fervor in Kerala. This is also a time of coming together, feasting, and exchanging gifts. Voltas' special Onam offers align perfectly with this spirit, offering customers a chance to upgrade their homes with innovative products to enhance comfort.

Voltas is offering special Onam offers with unbeatable offers that customers can enjoy on a wide range of products. From air conditioners to refrigerators, washing machines, and more, these discounts are a token of Voltas' appreciation for the continued trust and support of its Kerala customers.

Commenting on the occasion, **Mr. Pradeep Bakshi, MD & CEO, of Voltas Limited** said, "Kerala has seen a significant surge in demand for innovative home appliances, mirroring the region's fusion of modern technology with traditions. Voltas aims to cater to this evolving consumer landscape by introducing a range of cutting-edge products that seamlessly integrate modern technology with the timeless essence of Kerala's cultural heritage. The heartening response from Kerala has continuously motivated us to do more and this Onam, Voltas aims to launch exclusive offers for our customers to bring joy to their lives."

Voltas is poised to ignite the spirit of festivities, commencing with the vibrant celebration of Onam and continuing with a series of exclusive offers for Ganesh Chaturthi, Diwali, and Dusshera. These

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offers will make buying experience more rewarding and seamless for our customers and will also give them 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. Voltas has also launched a wide range of Voltas Beko Home Appliances products, through its JV in India, in equal partnership with Arçelik.

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