

Voltas Beko Redefines Brand Engagement with ‘Factory of Happiness’

The first-of-a-kind influencer campaign showcases the activities inside a Voltas Beko factory through the lens of their product users with an aim to strengthen trust through experience

India, 25th November, 2023: Voltas Beko, a JV between India’s No. 1 AC Brand, Voltas, and Europe’s leading free-standing consumer durables player, Arçelik, is proud to announce its first-of-a-kind “Factory of Happiness” campaign, a pioneering initiative aimed at redefining brand engagement with its customers and to build trust among our consumers. The campaign successfully captures the reaction of influencers as they walked through the ‘Factory of Happiness’. The idea of the campaign is to establish Voltas Beko as a brand that believes in transparency. This creative endeavor showcases Voltas Beko as a trusted partner in everyday happiness by bringing a group of lifestyle, technology and food influencers to its cutting-edge manufacturing unit in Sanand, Gujarat.

In a move that exemplifies Voltas Beko’s commitment to authenticity and immersive brand experiences, the campaign invited social media influencers to witness its intricate processes first-hand. The influencers were offered an access to the ‘behind the scenes’ operations of Voltas Beko’s innovative, sustainable and technologically advanced products. These influencers served as bridges between the brand and real consumers, paving the way for a new era of customer centricity and trust.

Inside the Voltas Beko factory, the influencers embarked on a captivating journey, witnessing the creation of home appliances from the scratch. The intricate machinery, state-of-the-art robotics, and meticulous processes showcased the factory’s excellence in manufacturing. The influencers were also impressed with the workforce which consists of 70% of women, happily working in the factory. As they delved deeper into the heart of the factory, the influencers were introduced to the meticulously designed features in refrigerators and washing machines. They were quick to note that Voltas Beko’s approach to manufacturing revolves around the customer’s needs, and this holistic experience left an indelible impression on them, reinforcing their trust in the brand.

Commenting on the initiative, **Mr Prasenjit Basu, CMO & Head of Marketing, Voltas Beko** said, *“The ‘Factory of Happiness’ campaign is an exciting leap forward in our journey to connect with our customers on a more personal and immersive level. Consumers today seek authenticity and a genuine connection with the brands they trust. Influencers have become a bridge between consumers and the products they choose to invite into their lives. Our aim was to provide them with an immersive experience within our state-of-the-art facility with full transparency so that it builds trust for the brand and its products. This campaign is a testament to our commitment to redefine brand engagement, establishing us as a trusted partner in delivering everyday delight to our valued customers.”*

Through the campaign, the influencers got a chance to witness first-hand the creation of a wide range of consumer durable products, including refrigerators, washing machines, dishwashers, and microwaves. As pioneers in home appliance innovation, the campaign displayed our latest and

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futuristic range in a manner that truly resonates with the consumers. This activity provides unparalleled insights into the “Make in India” initiative of Voltas Beko.

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 Arçelik.

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.

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