

## **Voltas opens its Exclusive brand store in Ghatkopar, 25th in the state overall**

***Voltas expands its footprint in Mumbai by opening its 25th exclusive brand store in the state of Maharashtra***

**Mumbai, 25<sup>th</sup> September 2023:** Voltas Limited, **India's No. 1 AC company**, from the house of Tata's launched its Exclusive brand store in Ghatkopar, Mumbai. This new store becomes the 25<sup>th</sup> brand store in Maharashtra and is a part of the Company's offline expansion plan. This new store in Mumbai will work as an experience and purchase centre for the Company. The Brand Store Opposite Shreyas Cinema, LBS Marg, Ghatkopar West, Mumbai houses products like **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers and Water Coolers.**

This brand store will be operated by **M/s Suresh Enterprises**, a well-known name in the Consumer Durables market in Mumbai.

**Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, "We have seen consistent growth in the demand for our products in Mumbai over the years and are looking to expand our footprint to be more accessible to our customers. With this brand store, we aim to further provide a holistic product experience to our consumers and allow them to engage with the superior technology and performance-based products."

The Voltas 2023 RAC product range includes **overall 64 new SKUs**, with **50 SKUs** in Inverter ACs, **42 in Split Inverter ACs, and 8 in Window Inverter ACs**, besides Cassette and Tower ACs. The Company has 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 recently launched its new range of Air Purifiers.

**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.

**VOLTAS LIMITED**

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