

Voltas opens two new brand stores in Western UP's Loni and Greater Noida

Voltas expands its footprint in Western UP by opening its 47th brand store in the UP and UK region

Uttar Pradesh, 8th May 2024: Voltas Limited, **India's No. 1 AC company**, from the house of Tata's launched its new brand stores in Loni and Greater Noida, on 6th May 2024. With this launch, the total number of stores in Uttar Pradesh is now 47. This is part of the Company's offline expansion plan.

The new stores in the cities will work as an experience and purchase centre for the Company and will showcase products like **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Water Heaters, Refrigerators, Washing Machines, Microwaves, and Dishwashers.**

This new store in Loni is situated at A-Block, Laxmi Garden, Loni Road, Ghaziabad and will be operated by M/s SHREE JI ENTERPRISES. Meanwhile, the store in Greater Noida is situated in A K Plaza, Jagat Farm, Greater Noida in the heart of the city.

Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited said, "An important part of our brand's growth strategy is about omnichannel outreach and engaging with customers at a place convenient to them. Through these brand stores, we aim to bring our innovative product range to our consumers and boost our visibility in mini metros. With our strong presence in Uttar Pradesh, we are confident of delivering and fulfilling the needs of our customers in Loni and Greater Noida."

The opening ceremony of the two stores was attended by Mr. Deba Ghoshal (Vice President & Head of Marketing) and Mr. Ajay Dubey (Regional Head - North UP UK Region).

This summer, Voltas launched its SmartAir Inverter AC series, offering a bouquet of smart features and IoT capabilities. This new lineup boasts lower noise levels, effortless temperature adjustments, and advanced functionalities accessible through the Voltas Smart Mobile App, available on both Google Play Store and iOS App Store. The IoT-enabled device can swiftly connect to the user's network and smart speakers. The SmartAir AC is compatible with Alexa and Google Home. Consumers can also track and analyse their energy usage with the Energy Consumption Trend graph feature.

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

Corporate Communications Department

Voltas House A 4th Floor Dr Babasaheb Ambedkar Road Chinchpokli Mumbai 400 033

Tel 91 22 66656280 66658281 Fax 91 22 66656288 website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

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For more information, please contact:

Vaishali Desai Head - Corporate Communications	vaishalidesai@voltas.com +91-22- 6665 6666
Richa Seth Group Head, Adfactors PR	9930143531 richa.seth@adfactorspr.com

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