

## **Voltas opens its 1<sup>st</sup> brand store in Tripunithura and 7<sup>th</sup> in the state of Kerala**

### ***Voltas expands its footprint in Kerala by opening its 7<sup>th</sup> exclusive brand store in the state***

**Tripunithura, 25<sup>th</sup> August 2023:** Voltas Limited, **India's No. 1 AC company**, from the house of Tata's launched its first brand store in Tripunithura on 19<sup>th</sup> August 2023. This new store is the first in the city, third in Ernakulam District and seventh in Kerala.

The brand store opening was part of the Company's offline expansion plan and will work as an experience and purchase centre for the Company. It is situated in Statue Junction Opposite SBI, Tripunithura, Ernakulam-682301 and houses products like **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers**. This brand store will be operated by **Ammini Traders**, a well-known name in the Consumer Durables market in Kerala.

"Most consumers in Kerala look for appliances with superior technology and performance-based products like the ones we offer. This made us think of our retail experience strategy in the city. This store in Tripunithura offers a curated range of premium products and immersive experience for our consumers," said **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**.

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.

Through its Home Appliances JV brand, **Voltas Beko**, the company aims to strengthen its portfolio in 2023 by launching a series of new products. Keeping the brand promise and commitment to stand by the 'Make in India' initiative, Voltas Beko has unveiled a range of home appliances with new Frost-free refrigerators and Top-load washing machines. Equipped with a 12-year warranty on AC compressor and refrigerator motors, these products are proudly indigenous with advanced features that will cater to the evolving needs of new-age customers.

**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.

**For more information, please contact:**

Vaishali Desai Head - Corporate Communications	<a href="mailto:vaishalidesai@voltas.com">vaishalidesai@voltas.com</a> +91-22- 6665 6666
Richa Seth Group Head, Adfactors PR	9930143531 <a href="mailto:richa.seth@adfactorspr.com">richa.seth@adfactorspr.com</a>