

**Voltas & Voltas Beko unveil their new Experience Zone at Lajpat Nagar, in Delhi.
The First Experience Zone in South Delhi.
And the Second in Delhi NCR.**

Showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the state-of-the-art Experience Zone in National Capital.

New Delhi, 29th March, 2023: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new **Experience Zone** at Lajpat Nagar, in Delhi. *It is the 1st Experience Zone in South Delhi, 2nd in the National Capital and 4th in the Country.* Voltas already has over 250 Exclusive Brand Outlets (EBOs) pan India and has an accelerated expansion plan for the year ahead.

The Experience Zone features a well-designed and visually appealing **display of the new range of Voltas and Voltas Beko products, comprising of Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers.** Conveniently located at the heart of the shopping district of the city, this new zone is a state-of-the-art destination providing innovative solutions for air conditioning and air cooling; connected appliances; kitchen appliances like microwaves, dishwashers and refrigerators; smart laundry solutions in washing machines; commercial air conditioning solutions for F&B segment, and water dispensing & cooling solutions for institutions.

This Experience Zone has been launched to meet the growing expectations of consumers in the national capital, and facilitate them to experience the best-in-class and technologically advanced range of products offered by Voltas and Voltas Beko, in an engaging manner. The Experience Zone, operated by **Aarav Enterprises**, is being inaugurated on 29th March, 2023 by Mr. Pradeep Bakshi, MD & CEO, Voltas Limited.

Speaking on this occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, *"We are delighted to announce the inauguration our first Experience Zone in South Delhi with the latest range of Voltas & Voltas Beko products. This unique format of exclusive store enhances customer experience and engagement. And we are happy to bring this experience to our customers of Delhi NCR. As a market leader in the AC category, Voltas has always placed customer centricity at the core of all its offerings. This new Experience Zone is an extension of our promise wherein we would be offering the latest range of Voltas and Voltas Beko products, under one roof."*

The Voltas 2023 AC 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.

This summer, Voltas has also launched **51 SKUs of its Voltas Fresh Air Coolers** under various sub-categories such as Personal, Window, Tower, and Desert Air Coolers. The new range comprises of new models like, Windsor with 4-sided cooling advantage, Epicool with style and ultra-cooling. The Company also strengthened its overall portfolio by introducing **51 SKUs of Commercial Refrigeration** products,

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including Convertible Freezer, Freezer on Wheel, and Curved Glass Freezer. In addition to this, the company has also launched **15 SKUs of Water Dispensers**, and **27 SKUs of Water Coolers**. Voltas also has a new range of Cold room solutions and Medical refrigeration products for the B2B segment.

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. The new range seeks to strengthen Voltas' home appliances portfolio in India by offering convenience with superior technology. The new range of Frost-Free refrigerators offer exciting features like NeoFrost™ Dual Cooling, Internal Electronic Temperature Control & Display, LED lamination and ProSmart™ Inverter compressor to ensure even cooling, efficient lighting and seamless operations. The refrigerator is available in six aesthetically pleasing colours to suit the requirement of every home.

As a special offer for Voltas Experience Zone customers, this Summer, Voltas' new range of cooling appliances are coupled with attractive financing offers for consumers with **up to 17.5% cashback, Easy EMI Finance offer, Lifetime Inverter Compressor Warranty and 5-Year Extended Warranty** for ease of adoption & access to 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 Arcelik.

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