

Voltas announces its 2022 'Grand Mahotsav' offer in India

- **Cashback of up to 15% on select credit cards across Voltas and Voltas Beko products**
- **Up to 5-Year Comprehensive Warranty**
- **Lifetime Warranty on Inverter Compressor**
- **Easy EMI schemes on Voltas products**
- **Zero Down Payment with long term EMI of up to 18 months on Voltas Beko products**
- **Fixed EMI of just Rs. 2950/- per month on select Voltas Beko products**
- **Special Installation packages for Room Air Conditioners**

Mumbai, 17 October, 2022: Voltas Limited, the undisputed market leader for air conditioners in India, announced its '**Grand Mahotsav Offer 2022**' to delight its customers across India for the upcoming festive season. The offers are available during the month of October across all authorized dealers & channel partners in the country.

The festive season this year has been ushered with a renewed sense of celebration and hope. Given the consumer's need to upgrade to advanced consumer appliances with health and hygiene features, Voltas has introduced exciting festival offers including up to 15% Cashback Offer.

Highlights of the Grand Mahotsav Offer on Voltas Products.

- **Cashback of up to 15% on select credit cards across Voltas products**
- **Up to 5-Year Comprehensive Warranty**
- **Lifetime Warranty on Inverter Compressor**
- **Special Installation offers for Room Air Conditioners.**

Welcoming the festive season, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *"This festive season is special in many ways since, after a hiatus of two years, people are finally coming out and celebrating occasions with family and friends. At Voltas, we wanted to make these celebrations special by launching attractive offers and innovative products for our customers. The Grand Mahotsav Offer will provide a host of benefits to our customers looking to upgrade their existing home appliances with attractive value-adds and offers.*

On behalf of the Voltas family, I would like to wish all our customers a very happy festive season."

Voltas and Voltas Beko are adding to the celebration by introducing offers that make the purchasing process convenient and affordable for consumers. The brand is providing exciting finance offers including up to 15% Cashback on select Credit & Debit Cards. Additionally, both the brands are offering extended Comprehensive Warranty up to 5-Year, Lifetime Warranty on Inverter Compressor & Special Installation offers for Room Air Conditioners. Moreover, Voltas Beko is offering

Highlights of the Grand Mahotsav Offer on Voltas Beko Products.

- **Cashback of up to 15% on select credit cards across Voltas Beko products**
- **Up to 3-Year Comprehensive Warranty**
- **Lifetime Warranty on Inverter Compressor**
- **Long term EMI up to 18 Months on Voltas Beko products**
- **Fixed EMI of Just Rs. 2950/- per month on select Voltas Beko products**

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

A **TATA** Enterprise

Zero Down Payment with Easy EMI, Long term EMI up to 18 Months, Fixed EMI of Just Rs. 2950/- per month on select Voltas Beko products to reduce the cost of ownership of their products.

This offer is applicable on [Voltas](#) & [Voltas Beko](#)' range of products and can be availed through Voltas' authorized channel partners and exclusive brand outlets. This is a great opportunity for customers to get their hands on the newly introduced range.

The Grand Mahotsav offer commenced on **1st October 2022** and is valid till **31st October 2022** across offline channels to enable Voltas and Voltas Beko customers to experience the best-in-class and technologically-advanced range of products. Besides its 25,000 customer touchpoints, both the brands also has a widespread network of exclusive brand outlets (EBOs) and plans to launch many more Brand Shops and Experience Zones by the end of FY23. The customers can now purchase the products from www.voltas.com and other e-commerce platforms.

About Voltas: 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 Arcelik.

Issued by:

Ms. Vaishali Desai
Head- Corporate Communications
Voltas
vaishalidesai@voltas.com

Ms. Richa Seth
Group Head
Adfactors PR
richa.seth@adfactorspr.com

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

A **TATA** Enterprise