

Voltas urges people to be a part of #GenerationRestoration this World Environment Day, releases special DVC

Conceptualised by Voltas and Ogilvy, the new DVC depicts how activities like stargazing and birdwatching will be impacted due to environmental degradation if corrective action is not taken

Mumbai, 5th June 2021: Voltas Limited, India's No. 1 AC brand, from the house of Tata's, has introduced a new digital video commercial (DVC)- "**#GenerationRestoration**". Launched on the occasion of World Environment Day, this DVC is an effort to urge masses to be conscious of their environmental impact and take corrective action to save our planet.

With this DVC, Voltas is reinforcing its commitment as a responsible and environmentally conscious brand that is encouraging the society to preserve the nature for generations to come. Known for its energy efficient products & solutions, Voltas was the proud recipient of the Ministry of Power's '**National Energy Conservation Award**' in 2013, 2015, 2018 and 2020.

Conceptualised by Voltas and Ogilvy, the "**GenerationRestoration**" video is inspired from the harmony that exists between man and nature. It sheds light on how '#StarGazing' becomes just '#Gazing' in the absence of stars due to pollution, '#BirdWatching' becomes '#Watching' as birds get endangered, '#LakeView' becomes '#View' due to the water bodies being dried up and '#UrbanGreenary becomes merely #Urban in the near future. The video ends with a message urging the society to do everything in its power to keep nature from fading away by being a part of "**#GenerationRestoration** and opting for energy efficient products for a greener tomorrow.

You can view the video here- **DVC Link:** <https://youtu.be/FMtTzb0Iss0>

Commenting on the campaign, **Deba Ghoshal, Vice President and Head of Marketing, Voltas** said, "We will, we are, and we have been committed to the environment for many decades. This film simply resonates our commitment, and takes us to the next phase of restoration."

Ritu Sharda, Chief Creative Officer (CCO), Ogilvy, said "Little by little, like the retreating glaciers, nature has been fading from our lives. The change has been gradual, but it's never been more stark. It's up to this generation to take a stand, to help restore the balance. It's probably the most important change that we can affect, here and now, with lasting implications. For years now, Voltas has been leading the charge through its eco-friendly processes and energy efficient products. We are proud to partner them in spreading their message of creating a sustainable future."

In its six decades of functioning, Voltas has worked towards introducing various innovations to deliver high levels of energy efficiency. The Company launched India's first energy efficient Air Conditioner in 2007 and was among a few of the brands who introduced the star rating concept in the industry, encouraging patrons to adopt an energy-conscious journey.

VOLTAS LIMITED

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As a pioneer in energy efficiency and green practices, Voltas has a dedicated Research & Development team that ensures minimum carbon footprint in every process and offering. The company has also incorporated environmental friendly practices such as replacing the use of wood and plastic with cardboard in packaging of products, replacing CFL bulbs with LED, installing rain water harvesting systems at their Waghodia plant and the use of solar panels to generate electricity among others. In addition, the company's home appliances JV, Voltas Beko has a wide range of products and technologies that conserve resources, including 5-star rated washing machines, 100% recycled washer dryer drums, energy efficient dishwashers, pro-smart inverter motors for refrigerators. The company is focused on helping people save water, reduce emissions and plastic wastage through innovative solutions.

Beyond products, Voltas enabled rural electrification in 7000+ villages and its facilities generated 15 lac KWH of solar energy in the last couple of years. The Company recycled and regenerated 100% energy and planted 1500 trees in FY20 to make our planet greener and cleaner. As a part of the Namami Gange mission, Voltas was awarded the two projects worth Rs.150 Cr. with the capacity of 37 MLD and 43 MLD at Patna, Bihar for Design, Build and Operation. The two projects ensure proper treatment of household sewerage to prevent flowing of untreated sewage to River Ganga. Voltas truly believes that even the smallest step can make a big difference and urges its consumers and peers to consciously use appliances and products that save energy.

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 Air Conditioners, Air Coolers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; Voltas offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, electrification, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India. It has also launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

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