

Voltas scores a perfect 10 with the launch of 10 new Brand Stores across India in the festive month of October 2023

- ***Voltas aims to strengthen its penetration in the newer markets especially in the Tier II and III cities***
- ***Indore, Kolkata, Thane, Bhubaneswar, Ahmedabad, Lucknow, Chandigarh and Ghaziabad witness the unveiling of new Voltas Brand Stores***

India, 16 November 2023: Voltas Limited, **India's No. 1 AC company**, from the house of Tata, is proud to announce the launch of ten new brand stores in various cities across India. In the month of October, Voltas opened its doors to customers in Indore, Kolkata, Thane, Bhubaneswar, Ahmedabad, Lucknow, Chandigarh and Ghaziabad, establishing its presence in these Tier II regions. This is part of the company's strategy to penetrate into newer markets and cater to the rising demands of its customers with its extensive line-up of high-quality appliances. These newly launched brand stores showcase a vast range of Voltas and Voltas Beko products, including **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Heaters, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves and Dishwashers.**

With these new brand stores, Voltas now has a strong network of Exclusive Brand Stores in the country. Voltas takes pride in its growing network of Exclusive Brand Outlets (EBOs) pan India. With a large network, the company is committed to expand its reach further in the near future. This accelerated expansion plan reflects Voltas' dedication to provide convenient access to its innovative and reliable products to consumers across the country.

By establishing a physical presence in key cities, Voltas aims to enhance its engagement with customers, providing them with personalized assistance and expert guidance in choosing the right products for their needs. With contemporary store layouts, the new stores offer an exceptional shopping experience that captures the essence of the brand's spirit and leaves a lasting impression on all who visit. Further, Voltas stands by its commitment to offer innovative products at affordable prices.

"We are thrilled to bring the convenience and innovation of Voltas products to new cities across India. These brand stores will allow us to showcase our latest innovations and provide superior service to our customers. By launching these brand stores, we aim to meet the demand and cater to the needs of customers in these markets, making our product experience more accessible. Our commitment to delivering exceptional customer experiences remains unwavering, and we look forward to providing personalized assistance and expert guidance to help customers make the right choices for their homes. We are excited to be a part of the festive celebrations of our customers and contribute to their joy and comfort." said **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited.**

VOLTAS LIMITED

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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:

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