

Voltas opens its 1st brand exclusive store in Mizoram

Voltas expands its footprint in Mizoram by opening its first brand store in the state

India, 26th September 2023: Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has opened a new brand stores in Aizawl, in Mizoram, this week. This new store in the city will work as an experience and purchase centre for the Company. The Brand Store is strategically located in PPWP+7G8, Thuampui , Aizwal , Mizoram 796007.

The company plans to open more such stores as part of the Company's offline expansion plan. Voltas' dedicated teams have designed these stores after a thorough customer understanding and their unique preferences in the said markets. This new store will bolster the brand's retail presence in the region and offer a wide range of meticulously curated products of Voltas and Voltas Beko like **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves and Dishwashers.**

Commenting on the store openings, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** remarked, "With the opening of this store, we will be able to reach more customers in Mizoram effectively. We aim to create a strong customer connect with our consumers here with our best-in-class product offerings and unique store experiences. Our aim is to further accelerate our store expansion across India to make our products more accessible."

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.

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

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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	vaishalidesai@voltas.com +91-22- 6665 6666
Richa Seth Group Head, Adfactors PR	9930143531 richa.seth@adfactorspr.com

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