

Voltas launches its first brand shop at Ballabgarh, Haryana The 17th brand shop in the state

Voltas and Voltas Beko will collectively showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the new Brand Shop.

Ballabgarh, 17th April 2023: Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has launched its new brand shop, **M/s Mayur Engineers Private Limited** at Ballabgarh, Haryana, on 17th April, 2023. It is the first Brand Shop in the city and seventeenth in the state. Voltas has over 250+ Exclusive Brand Outlets (EBOs) pan India and has an accelerated expansion plan for the future.

The brand shop features a well-designed and visually appealing **display of the new range of Voltas and Voltas Beko products, comprising Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers.** Conveniently located at one of the rapidly developing localities at Ballabgarh, the new brand shop would enhance Voltas' brand experience and visibility.

The Brand Shop is being launched to meet the expectations of consumers from Ballabgarh and enable them to experience the best-in-class and technologically advanced range of products offered by Voltas and Voltas Beko.

Commenting on the occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "We are delighted to announce the launch of the first Voltas Brand Shop at Ballabgarh, Haryana. As a market leader, we have always placed the customer at the core of all our business operations and our endeavour is to provide them with technologically advanced products to meet their everyday needs. The new brand shop is an extension of our promise to offer our exclusive range of Voltas and Voltas Beko products, under one roof."

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.

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, 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 modular Cold room solutions and Medical refrigeration products for the B2B segment.

VOLTAS LIMITED

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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 enhanced 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 colors to suit the requirement of every home.

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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