

Voltas launches its new Brand Shop in Shakti Tower, Jalandhar

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

Jalandhar, 14th March 2019: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new Brand Shop – **M/s Shalimar Marketing**, in Jalandhar's premier shopping area.

The brand store features a well-designed and visually appealing **display of new range of Voltas and Voltas Beko' products, comprising Air Conditioners, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves and Dishwashers.** Conveniently located in the heart of Jalandhar, the new brand shop would enhance Voltas' brand experience and visibility.

The Brand Shop is being launched to meet the growing expectations of consumers in a major city like Jalandhar, with technologically advanced Home Appliance line up of Voltas Beko.

Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited, said, "We are delighted to announce the launch of the Voltas Beko Home Appliances range for all our valued customers. As a market leader in the AC category, Voltas has always placed customer centricity at the core of all its offerings. Voltas Beko has been built on the same principle, aiming to provide best in class products as '*Partners of Everyday Happiness*'. In sync with the government's 'Make in India' initiative, by FY'20 we will be manufacturing these products in the facility at Sanand, Gujarat. We are very happy to partner with Arçelik, as their core competencies complement ours, and together we aim to make Voltas Beko the market leader in the white goods space."

Voltas Beko has launched more than 100 SKUs including 44 SKUs of Refrigerators, 40 SKUs of Washing Machines, 12 SKUs of Microwaves/Ovens and 7 SKUs of Dishwashers. Voltas Beko has positioned itself as '*Partners of Everyday Happiness*' with the consumer benefit of '*Nutrition, Preservation for Refrigerators; and Cleaning Efficiency for Washing Machines*'. The brand aims to provide its consumers with state of the art innovative products leveraging Voltas' brand and distribution strength coupled with Arçelik's global expertise in product development.

Voltas is the **No.1 AC brand** with over 24% Market Share at an All India level, and having a sizable lead over its nearest competitor. Voltas is also the market leader in North, including Punjab with over 30% market share, as per latest third party retail audit report.

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, water management & treatment, cold chain solutions, building management systems, indoor air quality, textile machinery, and mining and construction equipment. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India with market share of more than 24% (as per the latest published reports for FY19).

For more information, please contact:

Asawari Sathaye Corporate Communications & Investor Relations, Voltas Limited	022-66656280/1 asawarisathaye@voltas.com
Richa Seth Account Director, Adfactors PR	9930143531 richa.seth@adfactorspr.com