

**Voltas & Voltas Beko launch their new Experience Zone at Faridabad, in Delhi NCR**  
*The first Experience Zone in the country*

*Showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the state-of-the-art Experience Zone in Faridabad*

**Faridabad, 17<sup>th</sup> October, 2020:** Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new **Experience Zone** at Faridabad, in Delhi NCR; and it is the 1<sup>st</sup> Experience Zone of the country.

The Experience Zone is being launched to meet the growing expectations of consumers in a major city like Faridabad, with technologically advanced products of Voltas and Voltas Beko. The Experience Zone, operated by **Mayur Engineers Pvt. Ltd.**, is being inaugurated on 17<sup>th</sup> October, 2020 by Mr. Pradeep Bakshi, MD & CEO, Voltas Limited, in the presence of Mr. Krishan Pal Gurjar, Minister of State, Government of India, and Mr. A.P. Jain, Director, Mayur Engineers Pvt. Ltd.

Mayur Engineers Pvt. Ltd. is associated with Voltas Limited since last 15 years, having 3 retail stores across Faridabad, including the first Experience Zone in the country.

Speaking on this occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, "We are delighted to announce the inauguration our first Experience Zone in Delhi NCR region with Voltas & Voltas Beko range of products, 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*'. I am also happy to share that In sync with the government's 'Make in India' initiative, we have also started manufacturing Direct Cool refrigerators at our new facility at Sanand, in Gujarat"

The Experience Zone features a well-designed and visually appealing **display of new range of Voltas and Voltas Beko products, comprising of Air Conditioners, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Air Purifiers, Refrigerators, Washing Machines, Microwaves and Dishwashers**. Conveniently located in the premium vicinity of Faridabad city, at 14/3, Mathura Road, Opposite Mewla Maharajpur Metro station; the new Experience Zone will further enhance Voltas' brand experience and visibility.

On this occasion, to make the process of owning a new product easier for customers, the company has also launched its **Festival Mahotsav Offer**, through which customers can avail attractive **Cash Back offers** through various Credit & Debit Cards, **easy Finance Schemes** through NBFCs, and **Extended Warranty Schemes**, on all their products.

**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](http://www.voltas.com)

Corporate Identity Number L29308MH1954PLC009371

## **About Voltas:**

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, Air Purifiers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; the company also 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, with a footprint of over 20,000+ customer touchpoints. It has launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arçelik of Turkey.

## **About Voltas Beko:**

Voltbek Home Appliances Private Limited (Voltbek) is an equal partnership joint venture between India's leading Air Conditioner company, Voltas Limited and Turkey's largest household appliances manufacturer, Arçelik. The brand 'Voltas.Beko' was launched in September 2018 and has in the past one year positioned itself as 'Partners of Everyday Happiness' in India. Their portfolio of products includes Refrigerators, Washing Machines, Microwaves/Ovens, and Dishwashers. The brand offers its consumers with state-of-the-art innovative products and leverages Voltas' brand & distribution strength and Arçelik's global expertise in product development. Voltas Beko has been consistently increasing its footprint in the Indian home appliances segment and has currently over 2000+ consumer touchpoints. The manufacturing facility is situated in Sanand, Gujarat and it went on-stream in January 2020.

## **For more information, please contact:**

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| Smita Basu Roy<br>Corporate Communications   | 022-66656859<br>smitaroy@voltas.com   |
| Richa Seth<br>Account Director, Adfactors PR | 9930143531 <a href="mailto:richa.seth@adfactorspr.com">richa.seth@adfactorspr.com</a> |

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