

**Voltas Beko adds more spark to the festive season- launches 'Smart Hygiene with Voltas Beko' DVC for its range of dishwashers**

- *The DVC highlights the 70°C Hygiene Wash feature of the dishwashers*
- *These crisp DVC's focus on the importance of effective washing of vessels especially for Indian cooking*

**Link of DVC – Dog film - [https://www.youtube.com/watch?v=oKXe\\_vb7YoA](https://www.youtube.com/watch?v=oKXe_vb7YoA)**

**Cup film - <https://www.youtube.com/watch?v=VLG71H08nb4>**

**Mumbai, 17 October, 2022-** Voltbek Home Appliances Private Limited (Voltas Beko) – a JV between the market leader for Room Air Conditioners in India, Voltas Limited and Europe's leading freestanding consumer durables player, Arçelik, launched its 'Smart Hygiene' DVC for its range of dishwashers. Through this DVC, Voltas Beko weaves in a beautiful narrative of how dishwashers have become a part of Indian homes while highlighting the Hygiene Wash feature that uses water at 70 degree celsius to remove bacteria and other germs. The DVC has been created by the Voltas Beko team along with Wunderman Thompson.

The DVC depicts an everyday home story of how kids in the family tend to make innocent mistakes that are an integral part of growing up. These short thumb-stoppers beautifully show children using household utensils in seemingly unhygienic conditions and how Voltas Beko dishwashers can simplify household chores by leaving your utensils spotless. The fun family dynamics are re-emphasized by the concluding line 'Har galti maaf, yeh karega saaf' that leaves a lasting ring with it. The 70° C Hygiene Wash feature promises to clean dishes thoroughly by removing oil, solid fat and the most stubborn grease.

Dishwashers have been in use for a long time across the globe, but they are a fairly new addition to Indian kitchens. The traditional and modern Indian households have finally started welcoming this highly efficient appliance in their homes. Hygiene being one of the top concerns of consumers, the DVC showcases the smart hygiene feature through an endearing family setting. Through a series of thumb-stopper videos, the campaign highlights the idea that no matter how one's utensils are used, one can confidently rely on Voltas Beko dishwashers for immaculate and germ-free cleaning of utensils.

Commenting on the launch, **Mr. Jayant Balan, CEO, Voltas Beko** said that, *"The series of short DVCs captures warm moments from our everyday life and integrates the Voltas Beko dishwashers, showcasing how it simplifies everyday life for our consumers. Children and their innocent mistakes are something we cherish as they grow up and with this DVC, our aim was to showcase how Voltas Beko can be a part of those precious memories. As India's fastest growing home appliances brand, we will continue to develop products with consumer's need as a priority and Health & Hygiene will continue to be a key feature across our product offerings."*

**VOLTAS LIMITED**

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**Mr. Siddharth Prasad of Wunderman Thompson**, shared his thoughts saying, *“Voltas Beko products create everyday happiness in the lives of consumers, and that’s exactly what these films depict. They show potentially tense situations turning into moments of delight and laughter because there is a Voltas Beko appliance around. That’s what makes Voltas Beko the brand trusted by moms.”*

Voltas Beko has a wide range of full size and table top dishwasher that includes unique functional features such as 70° C hygiene wash that uses water at a high temperature removing oil, solid grease and fat that can stubbornly stick to the utensils and glassware, AqualIntense™ technology that cleans even heavily soiled pots and pans, Fast+ function and AquaFlex™ technology that provides fast efficient and gentle washing for all kinds of dishes.

**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. It has also recently launched its range of Voltas Beko Home Appliances, through its JV in India, in equal partnership with Arcelik.

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