

## **Voltas Beko urges consumers to get #FreedomFromExpectations this Independence Day**

*This new DVC is an emotive narration of a mother who seeks freedom from 'expectations, and wishes to live life on her own terms.*

**Mumbai, 14<sup>th</sup> August, 2021:** Voltbek Home Appliances Private Limited (Voltas Beko) - a JV between India's No. 1 Air Conditioning and Cooling company, Voltas and Europe's leading free standing consumer durables player, Arçelik, has launched a new digital video commercial (DVC)- "**#FreedomFromExpectations**". Conceptualised by Momspresso, a platform providing content for the multi-faceted mothers of today, the video is an emotive take on the internal conflict of a mother as she balances perfection (expectations), with the sheer joy of doing new things.

**DVC Link:** <https://www.youtube.com/watch?v=ZONzoYmhiZU>

The digital video **#FreedomFromExpectations** is a poetic depiction of a woman's journey of breaking free from the high expectations that society puts on her, not only as a mother but also as a woman, set by a dominant social discourse over decades. Being a mother has its own sets of highs and lows, but being pressured by societal norms puts moms in a constant state of guilt and stress. This film traces a mother's journey as she balances the complications of trying to do it all perfectly with the normalcy of making mistakes and sometimes, taking a moment just for herself. The essence of the film is a celebration of freedom that mothers experience when they begin to accept themselves the way they are, rather than the way the world wants them to be. This is reflected beautifully in the lines "*Maa koi khitab nahin, ek pyaara sa kirdaar hai, jisse main bas maa bankar nibhati hoon*" (Being a mother is not a fancy title conferred upon by others; it is a beautiful role, that I play ... just being a mom).

In a very relatable setting, the film starts with a mother and daughter baking together and decorating freshly baked goodies. A slip of the knife, and a piece of cake falls apart --- the mother is visibly upset, even more than her daughter, at not being able to do it right. The poem in the background expresses the conflict in her mind -- the expectations of perfection versus doing things for sheer joy. Disappointment transforms to hope, and she breaks into a graceful dance that reflects her renewed state of mind. The pace picks up and as she resolves to break free from all expectations....

Speaking about the campaign, **Mr. Jayant Balan, CEO, Voltas Beko, said,** "*At Voltas-Beko we take pride in understanding our customers and coming up with solutions to address the needs of Indian households. It gives us immense pride to know that our technologically advanced products are saving hours of household chores and adding convenience and value to the lives of our customers. This DVC is a reflection of our commitment towards 'Make in India' and 'Make for India'. The trust that our customers place in us has made us one of the fastest growing consumer durables brands in the country – we are grateful for their support, and we look forward to being their partners of everyday happiness.*"

**VOLTAS LIMITED**

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**Sharing an experience of creating the video, Ms. Parul Ohri, Chief Editor, Momspresso, said,** *"Ask any mother and she'll tell you how much she feels judged all the time, by family, friends, sometimes strangers and yes, even by herself. That is why it becomes imperative for every mum to work out her definition of motherhood for herself rather than base it on what other people have spelt out for her. We chose poetry and lyrical movement as the route for this film, with the most beautiful lyrics by spoken word artist Anamika Joshi. It was quite a creative leap but we are thrilled with how beautifully we have been able to depict a mother's internal dialogue, as she moves from a desire to a resolve to break free from expectations."*

**About Voltas Beko:** Voltbek Home Appliances Private Limited (Voltas Beko) is an equal partnership joint venture between India's leading Air Conditioner Company, Voltas Limited, and one of Europe's largest household appliances manufacturer, Arçelik. The brand 'Voltas Beko' was launched in September 2018 and has in the past 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 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 5000+ consumer touchpoints. The manufacturing facility is situated in Sanand, Gujarat which went on-stream in January 2020.

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