

This festive season, 55% of Indians considered purchasing smart home appliances, according to Voltas 'Festive Spirit Survey'

- 60% of consumers considered using an Air Purifier during Diwali
- 82% said that smart home appliances can be of great help during the festive season
- 31% of consumers spend 3- 4 hours spend time making festive delicacies and washing dishes
- 69% of Indians said they would prefer using a refrigerator that keeps the food fresh for up to 30 days
- 77% of Indians said they would like to upgrade their ACs with UVC technology that will quickly disinfect the indoor air by killing germs and pathogens

Mumbai, 24th November 2021: Voltas Limited, the undisputed market leader for Room Air Conditioners in India, rolled out a nationwide poll to understand the shift in consumer behavior this festive season triggered by the pandemic. The study revealed the changing preferences of the Indian consumers in the home appliance segment *with comfort, convenience, cooling, health, and technology* becoming the key priorities. Keeping customer-centricity at its heart, the survey was conducted from 4th October 2021 to 27th October 2021 using the brand's - social media platforms.

Understanding and appreciating the importance of adopting/upgrading to health-centric and technologically advanced consumer durables, **82% of Indians said they believe that smart home appliances can save their time while preparing for festivities at home.** In line with that belief, **55% of Indians said they considered purchasing smart home appliances this festive season to manage household chores with ease.** Optimizing the advanced tech features which these smart home appliances offer, 52% of the respondents said they use the auto cook technology in the microwave oven for quick meal preparations whereas **69% of Indians said they would prefer using a refrigerator that keeps the food fresh for up to 30 days.** Since the lockdown began, dishwashers have also emerged as a popular new entrant in the consumer durables space and **67% of Indians said that dishwashers will help them ease their job and help save time in the kitchen.**

The study also revealed that **31% of Indians - spent between 3-4 hours on an average to cook delicacies and do the dishes during the festive season,** whereas 29% of respondents said they took more than 5 hours for the same tasks. When it came to festive priorities, **22% of Indians said they prioritized disinfecting the household this Diwali over cooking (19%),** whereas 34% said they prioritized dusting the house and 26% said their priority was hosting friends & family. When it came to sharing responsibilities at home, it was found that **48% of Indians depended on their spouses to take care of household chores during the festive season, whereas 46% of Indians shared the responsibility of home chores equally among family members.**

With festive celebrations taking center stage and winter setting in, air purification has emerged as an important requirement for people living in cities. Our poll showed that **77% of Indians said they would like to upgrade their ACs with UVC technology, that will quickly clean the indoor air by killing pollutants, germs and pathogens, whereas 60% Indians said they would consider using an Air Purifier to tackle indoor air pollution during Diwali.**

VOLTAS LIMITED

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Commenting on the survey findings, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *“We noticed that Indians are burdened with myriad household responsibilities during festivities and we wanted to provide a technologically advanced solution that helps them spend more time making memories. The ‘Festive Spirit Survey’ was conducted with an objective to understand the shift in the priorities of our customers due to the pandemic.*

Voltas and Voltas Beko range of appliances are proudly made in India, and are best suited to meet the current requirements of our customers in the country. We encourage people to upgrade to health tech and advanced consumer appliances, that save time and energy that can be spent in a more fruitful manner. Taking inspiration from this Festive Spirit Survey, we aim to continue developing high-quality, value-for-money products that add value and ease the lives of our consumers.”

As a part of its ‘Smart Thinking’ philosophy, Voltas has the highest Distribution Reach in the country which has grown multiple times over the last ten years, to more than 24,000 consumer touch points. Additionally, Voltas has newly launched an exclusive online web store— www.voltaslounge.com — a one-stop solution for buyers looking to purchase Voltas or Voltas Beko products. Currently, Voltas also has over 170 Exclusive Brand Outlets (EBOs), and has an accelerated expansion plan for the future. The Company has recently launched several Brand Shops in Tier 1, 2 and 3 cities across the country to meet the expectations of consumers in these markets and enable them to experience the best-in-class and technologically advanced range of products.

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, 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 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 24,000+ customer touchpoints. It has also launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arçelik.

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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