

## **Voltas & Voltas Beko announce special Ganesh Chaturthi offers**

- **Consumers can avail up to 15% cashback on easy EMI**
- **Zero down payment with Easy EMI**
- **Up to 5 Year Comprehensive Warranty**
- **The offer will be valid from 1st to 30th September 2021, across all authorized Channel Partners, in Maharashtra**

**Mumbai, 9 September 2021:** Voltas Limited, the undisputed market leader for Air-Conditioners in India unveiled its Ganesh Chaturthi Celebration Offers, for its customers in Maharashtra.

This Ganesh Chaturthi, the brand is striving to make the buying process easier for the consumers by announcing a combination of Cashback Offers, Five Year Comprehensive Warranty and Easy EMI Schemes. In its journey towards customer excellence and to increase access to all its products, the brand has introduced multiple finance offers like Cashback up to 15% on select Credit Cards and Easy EMI Finance offer through NBFCs. Through these offers, consumers will have the opportunity to attain benefits on purchasing **Voltas and Voltas Beko** products. The offer value will be taken into consideration, depending upon the product and the model bought. The offer commenced on **1 September'21** and is valid till **30 September'21**.

Commenting on the occasion, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *"Ganesh Chaturthi is being ushered with renewed hope and joyful celebrations, albeit with only family and close friends. We at Voltas wish everyone a prosperous year and wanted to add a little spark to the biggest celebration of Maharashtra with our exciting offers. These offers will help consumers meet their needs for household upgrades, and save significantly. As market leaders in the Consumer Durable space, we will continue to innovate and introduce offers and services, specifically customized for our valued customers."*

With an extensive network of more than 24000+ customer touch-points and the highest brand equity, Voltas is one of the undisputed market leaders in the Air Conditioning space in India. As a market leader, Voltas has always been at the forefront of consumer offers in the cooling space, and is steadily expanding its horizon in the home appliance arena.

**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

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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 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 2000+ consumer touchpoints. The manufacturing facility is situated in Sanand, Gujarat and it went on-stream in January 2020.

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