

Voltas & Voltas Beko announces special Onam offers for consumers

- **Consumers to avail up to 15% cashback on Voltas and Voltas Beko products.**
- **Easy Finance schemes and 5 Year Comprehensive Warranty.**
- **Offer will be valid from 1st August 2021 to 31st August 2021 across stores in Kerala.**

Kochi, 12 August 2021: Voltas Limited, the undisputed market leader for residential Air-Conditioners in India, announced its Onam Celebration Offer for its customers in Kerala. Recognized as the fastest-growing consumer durables market in India, Kerala is an important market for the Air Conditioning and Home Appliances brand.

As a part of the festival offer, consumers will have the opportunity to win many benefits on the purchase of **Voltas and Voltas Beko** products. The offer value will depend on various criteria, depending upon the product and the model. Voltas is offering a combination of Cashback Offers, Five Year Comprehensive Warranty, Easy EMI Schemes, to make the buying process attractive for the Onam customers. With an endeavor to increase access to all its products, the brand has introduced multiple finance offers which include Cashback up to 15% on select Credit Cards and Easy EMI Finance offer through NBFCs. The offer commenced on 1st **August'21** and is valid till **31st August'21**.

Commenting on the occasion, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *"As a leading brand in Kerala, our presence in Kerala has always been important. As a Tata group company, we will continue to introduce products with superior technology that cater to the needs of our customers. During this auspicious period of Onam, Voltas aims to delight customers and add a little spark to the celebration of new spirits, by providing innovative options to save. We wish all our customers a very happy, prosperous, and a safe Onam."*

South India contributes close to 25% towards the Air Conditioning and Home Appliances industry, and Kerala is the fastest growing market for the industry. As a market leader in Kerala, Voltas has always been at the forefront of consumer offers. Voltas is also the undisputed market leader in India with an extensive network of more than 22000+ customer touch-points, and the highest brand equity in the cooling category.

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 Purifier Water Dispensers, Water Coolers, and Commercial Refrigeration products; Voltas 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

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conditioners in India. It has also 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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