

Voltas celebrates Independence Day with a new DVC, based on the theme of nation-building

The new #KeepingIndiaCool Voltas DVC sheds light on the company's growth journey since Independence, and how it has been contributing to building the nation

Mumbai, 14th August 2021: Voltas Limited, India's No. 1 AC brand, from the house of Tata's, has launched a new digital video commercial (DVC)- "**#KeepingIndiaCool**". Launched on the occasion of India's 75th Independence Day, this DVC commemorates Voltas' contribution to nation-building and sheds light on how the company has been serving the nation through its wide range of cooling solutions for over six decades.

DVC Link: https://youtu.be/9k_eRA_sTC4

The "**#KeepingIndiaCool**" DVC showcases Voltas' journey from the time it took its first step towards being an enabler in nation-building. In 1954, Voltas won the contract to build power plants and use earth-moving machinery at Tungabhadra Dam. The company has come a long way since 1954 when it opened its first factory, and has had many firsts along the journey spanning over 6 decades.

In 1956, Voltas installed 8 crystal room air conditioners at the chief minister's home and the company has pioneered marine air conditioning in the late '60s. In 1972, Voltas inaugurated India's 1st high-speed train with air conditioning and has been serving the Indian community ever since. As part of the Namami Gange mission, Voltas is spearheading two projects in Karmalichak and Beur, Bihar and has been an integral part of the cleaning up of the river Ganges.

Over the years, Voltas has worked tirelessly, innovating and delivering products that are designed specifically to suit the needs of Indian consumers. The Company launched India's first Air Conditioner in 1954, the first split AC in 1984, first floor standing AC in 1993 and first sub-one-ton AC in 2000. Voltas also launched India's first star rated Air Conditioners in 2007, much before it was made mandatory by BEE for the industry. In 2012, Voltas de-seasonalised the AC category with the introduction of India's first All Weather AC, and in 2016, the company introduced the first All Star Inverter ACs. And recently in 2019 it launched India's Adjustable AC range, giving flexibility of tonnage to its users.

To help India fight against Covid-19, Voltas introduced a new range of PureAir ACs that have state-of-the-art UVC LED system, which quickly disinfects the indoor air by killing germs & pathogens. The company also launched a range of UV-based air, duct, and surface disinfectant solutions.

Known for cooling millions of households, Voltas has also gone beyond air conditioning through significant projects in engineering, construction, ventilation, textiles, manufacturing, and mining. It is focused on becoming the most trusted engineering solutions provider, that has lent the Tata name to metro stations; stadiums and sports infrastructure, healthcare industry, airports, as well as iconic International structures. Along with keeping India cool

VOLTAS LIMITED

Corporate Communications Department

Voltas House A 4th Floor Dr Babasaheb Ambedkar Road Chinchpokli Mumbai 400 033

Tel 91 22 66656280 66658281 Fax 91 22 66656288 website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

during the lockdown, Voltas built multiple Covid-19 compliant wards impacting over 25000 hospital beds and 100 hospitals across India. The company continued its support through essential services even when everything came to a standstill and enabled electrification across 7000+ villages.

Mr. Deba Ghoshal, Vice President and Head of Marketing, Voltas Limited said *“For us, Independence Day is a time to reflect upon how far we have come together as a nation, as well as a brand contributing towards building the nation. This video, showcases our journey since inception, and how we have constantly delivered products and services to empower the Indian consumer. As a brand, we have always been committed to this sentiment, and going forward, will always be.”*

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About Voltas:

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 among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India, with a footprint of over 22,000+ customer touchpoints. It has launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

For more information, please contact:

Vaishali Desai Head - Corporate Communications	022-66656802 vaishalidesai@voltas.com
Richa Seth Account Director, Adfactors PR	9930143531 richa.seth@adfactorspr.com

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