

Voltas adds more sparkle to Navratri celebrations with its special 'Shubho Pujo & Navratri Mahotsav' offers

- **Cashback of up to 15% on select credit and debit cards across Voltas and Voltas Beko products**
- **Up to 5-Year Comprehensive Warranty & Lifetime Inverter Compressor warranty**
- **Attractive Easy EMI options on select Voltas & Voltas Beko products**
- The offer will be valid from **26th September to 5th October 2022**

Mumbai, 26th September 2022: Voltas Limited, the undisputed market leader for Room Air Conditioners in India has announced its special Shubho Pujo & Navaratri Mahotsav Offer for its Pan India customers with special focus on West Bengal for Durga Pujo festival.

On the auspicious occasion of Durga Pujo & Navaratri, Voltas and Voltas Beko are offering multiple offers including Cashbacks and Extended Warranties, to make the buying process more rewarding for our customers.

To increase access to Voltas and Voltas Beko's diverse range of products, the company has introduced multiple finance offers including up to **15% Cashback** on select Debit & Credit Cards and various **Easy EMI options**. Additionally, Voltas & Voltas Beko is also offering up to **Five Year Comprehensive Warranty** and **Lifetime Inverter Compressor warranty** on select products to encourage purchases for home upgradation. The offer commences on 26th September'2022. These offers will be available only for retail customers.

Commenting on the occasion, **Mr. Pradeep Bakshi, MD & CEO, of Voltas Limited** said, *"We have seen a consistent increase in the purchase of cooling products and home appliances in the last few years during festivals. We see a surge from across all pop strata, from tier 1 to tier 4 cities, due to our vast distribution reach and our focused marketing efforts, coupled with increasing channel expansion initiatives. Access through exclusive brand shops and online availability of products on our owned platforms and e-commerce stores will also drive easy access for customers. Additionally, there is a growing replacement need with consumers looking at home upgradation with products which have advanced features. Our attractive festival offers, being launched this week, will help us to effectively leverage this festival season opportunity"*

Voltas has kick started the festive celebrations with Onam followed by exclusive festive season offers on the occasion of Ganesh Chaturthi, Durga Puja and Navratri and will soon

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launch exciting offers for Diwali soon. These offers will make buying more rewarding and seamless for customers and will also give them a variety of great offers to choose from.

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 Room Air Conditioners, Voltas also has Air Coolers, Air Purifiers, Water Dispensers, Water Coolers, Commercial Refrigeration and Commercial Air Conditioning products in its portfolio. 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 25,000+ customer touchpoints. It has also recently launched its range of Voltas Beko Home Appliances, through its JV in India, in equal partnership with Arcelik.

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