

# On its 68<sup>th</sup> Founders' Day, Voltas, India's No.1 AC brand, celebrates yet another landmark of 2.7 million units of sales, including 1.4 million units of ACs, for the period Jan to Aug 22

## Key Highlights

- ✓ *Voltas celebrated its 68<sup>th</sup> Founders Day on 6<sup>th</sup> August 22.*
- ✓ *The Company crossed the 1 Million plus annual landmark for the 7th year in a row.*
- ✓ *Voltas is the undisputed market leader and has maintained its No. 1 position in the Room Air Conditioner business with a significant lead over the nearest competitor*
- ✓ *Also registered over 100% growth in overall sales, as well as in AC sales, in Q1 FY22 - 23.*

## Key Highlights of market leadership (as per third-party report):

- ✓ *Voltas is ahead of its nearest competition in the Room AC category by 1030 BPS as on July 22*
- ✓ *Voltas' All India Market share stands at 24.5% as on July 22.*

**Mumbai, 12<sup>th</sup> September 2022:** Voltas Limited, India's No.1 AC brand, from the house of Tata, celebrated its 68<sup>th</sup> Founders' Day by recording the highest market share yet again in the Air Conditioner category, crossing its nearest competitor by 1030 BPS in July 22. The Company sold close to 1.4 million AC units in the period January to August 22. The company has already witnessed the 1 million AC plus milestone for 7 years in a row. The performance was attributed to an increase in demand for cooling products given the intense summer experienced across the country, coupled with the company's strong online and offline distribution network, strongest brand equity, and innovative range of products, including India's first AC with HEPA Filter.

Voltas has been the undisputed market leader in the Room Air Conditioner category for more than a decade, consistently maintaining the No. 1 position, and has steadily increased and maintained its lead over the competition. The brand is now gearing up to further expand its retail and distribution network, to cater to its ever-growing product portfolio, to get an additional edge over competition. The company also registered over 100% growth in overall sales across all categories, as well as in AC sales, during the first quarter of the current fiscal. Voltas Beko, a JV in equal partnership with Voltas and Arcelik, also registered a high double digit growth in the same period. And so did the other businesses of Commercial Refrigeration and Air Coolers.

Commenting on the performance, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Ltd.** said, "Sixty Eight years ago, Tata Sons and Volkart Brothers came together to start Voltas in India. When we look back all these years, we get a sense of gratification. Not only are we leaders across all our businesses, we are leaders with huge margins. This summer of 22, has helped us gain extra momentum in the market as well as in market share. We believe that our wide presence, focus on the emerging channels, excellent distribution network, strongest brand equity and attractive consumer offers, have helped us stay ahead of the industry. We thank our customers for having faith in us for all these years, and making us the undisputed leader."

**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 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.