

Voltas celebrates Navratri with #VoltasKaFestiveMela digital campaign

The campaign urges consumers to revel in the festivities and amp up their celebrations by upgrading their home appliances with a dynamic range of products from Voltas and Voltas Beko

Mumbai, 26th September 2022: This year, Voltas Limited, India's No.1 AC brand, from the house of Tata is welcoming Navratri in a digital avatar. On this auspicious occasion, the brand has organized a nine-day **Festive Mela** at its state of art Experience Zone located in Prabhadevi, Mumbai. The **#VoltasKaFestiveMela** campaign will start from **26th September to 4th October**.

The campaign will witness influencers visiting the Experience Zone and walk their audiences through real-time experience zones such as **Sustainability Zone, Smart Home, Modern Home, Architect Space and Hygienic Home** showcasing a range of futuristic products from Voltas and Voltas Beko.

Influencers from different spheres of life such as chefs, architects, homemakers, wellness, fashion and lifestyle will get a chance to experience multiple smart home products under one roof. This tour will comprise a wide array of products showcasing efficient and smart ways to do various home chores in a hassle-free way. These influencers will also share bite size treats (snackable content) on their social media handles and highlight how Voltas integrates the world's best technology in white goods with comfort and convenience.

Voltas has also ensured a special treat for its customers who visit the Experience Zone from 26th September to 4th October 2022. The consumers can now walk in and upload images from the Experience Zone and define their 'World of Smart Homes' by tagging **@MyVoltas @VoltasBeko** on Instagram. The most innovative captions stand a chance to win exciting prizes from the brand.

Commenting on the occasion, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited**, said, *"The festive season gives us an opportunity to give customers a unique way to engage with the brand and get a first-hand experience of the products. Our customers are becoming increasingly digital savvy and who better than content creators and Influencers can help us showcase our experience zone and products through their social channels. We are focusing on creative ways to attract our customers to the Experience Zone which will provide our customers with an opportunity to experience our latest and futuristic range of home appliances. As pioneers in innovation when it comes to home appliances, this new experience zone gives an immersive experience and showcases our product range in a way that customers can relate to."*

This state-of-the-art Experience Zone is a unique omni-channel initiative that features a well-designed, visually appealing **display of new range of Voltas and Voltas Beko products, comprising of Refrigerators, Washing Machines, Microwaves, Dishwashers, Cooking Appliances, Air Conditioners, Air Purifiers, and other Cooling products.**

To watch the #VoltasKaFestiveMela campaign in full swing, follow Voltas and Voltas Beko handles:

VOLTAS LIMITED

Corporate Communications Department

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VoltasTwitter: [myvoltas](https://twitter.com/myvoltas)Instagram: [myvoltas](https://www.instagram.com/myvoltas)Facebook: <https://www.facebook.com/MyVoltas>**Voltas Beko**Twitter: [VoltasBeko](https://twitter.com/VoltasBeko)Instagram: [voltasbeko](https://www.instagram.com/voltasbeko)Facebook: <https://www.facebook.com/voltasbeko1>**Voltas Experience Zone:** <https://www.youtube.com/watch?v=gJdoUa0U11w>**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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