

## **Voltas Lights Up Onam Celebrations: Explore a Vibrant Range of Home Appliances with Exclusive Festive Offers for every Home!**

### **Key Highlights:**

- ✓ **Stronger Retail & Service Footprint:** Expanded store presence and enhanced service network across Kerala for a seamless festive experience.
- ✓ **South India Manufacturing Hub:** ₹500+ crore Chennai facility with a production capacity of upto 2 million AC units annually is fully geared up to meet peak Onam demand.
- ✓ **Festive-Ready Appliance Range:** Smart ACs, convertible refrigerators, zero-pressure washing machines, and digital water heaters launched.
- ✓ **Built for Kerala Homes:** Energy-efficient, tech-enabled products tailored to Kerala's climate, lifestyle, and modern design preferences.

**Kochi, 28<sup>th</sup> July 2025:** Voltas Limited, India's No. 1 Air Conditioning brand from the house of Tata continues its robust expansion in the consumer appliances sector, reinforcing its leadership and commitment to innovation and customer satisfaction. Onam is a vibrant showcase of Kerala's rich cultural traditions, unique cultural identity, and heritage. To celebrate the essence of Onam, Voltas is launching its special festive campaign '**Voltas Onam Ashamsakal Offers**' across Kerala.

Running from 1<sup>st</sup> August to 10<sup>th</sup> September 2025, the campaign offers attractive discounts, combo deals, easy financing, and extended warranties on select Voltas appliances, including ACs, water heaters, refrigerators, and washing machines.

### **Key Highlights of the Voltas Onam Ashamsakal Offer**

- **Easy EMI Options:** Flexible payment plans for convenient purchases.
- **Concessional Installation:** Available at ₹799 + GST for select Air Conditioners.
- **Free Installation:** On select Water Heaters.
- **Triple Zero Offer:** No down payment, no interest, no dealer payout.
- **Flexible Financing:**
  - Long-tenure EMIs of 16 & 18 months via select NBFCs.
  - Fixed EMI plans starting at ₹1088.
  - Cashback up to ₹6000 on select bank cards.

**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](http://www.voltas.com)

Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

Voltas is set to delight customers this festive season with its exciting new range of products across the Air Conditioner and Home Appliance categories. Designed to offer smarter living, enhanced comfort, and innovative design, the lineup reflects the brand's continued focus on elevating everyday experiences for modern Indian homes.

**Stay Cool, Save More with our Air Conditioner**

Experience comfort and savings with our **1 Ton 5-Star Inverter AC**. It is energy-efficient with just **518.89 KWh/year** consumption and built to handle voltage fluctuations from **110V to 285V**—perfect for Indian households.

**Smart Refrigeration for Every Home**

Our new **Frost-Free Refrigerators** offer spacious storage with **245L & 283L** capacities. Plus, the **HarvestFresh 11-in-1 Convertible Refrigerators** adapt to your lifestyle—whether it is party mode or extra veggie space, you are covered.

**Made in India, Made for You**

The **Shikhar Series Top Load Washing Machines** bring powerful cleaning with **Fountain Wash**, quick drying with **Monsoon Dry**, and hassle-free performance even with low water pressure thanks to **Ideal Zero Pressure Technology**.

**Smart Water Heating with Stylish Design**

Enjoy perfect hot water with the **Digital Crysta Pro Water Heater**—featuring a temperature display and LED that changes colour as it heats. The **Voltas Marvel Water Heater** adds sleek aesthetics and long-lasting performance to your bathroom.

**Flo Series of Smart Fans**

The **Voltas Flo Series BLDC Ceiling Fans** combine style and efficiency. With a **35W EcoBolt motor, 350 RPM speed**, anti-dust coating, and silent operation, these **BEE 5-star rated fans** are remote-controlled and built to handle **8 KVA power surges**—ideal for modern homes.

Highlighting the importance of the Kerala market, **Mr. Mukundan Menon, Managing Director (Designate)**, Voltas Limited, said *“Kerala is a high-potential region with discerning consumers who value quality and innovation. Our expansion here is a strategic move to deepen our regional engagement and offer a seamless retail experience. Backed by the trust of the Tata*

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*brand, we are committed to delivering superior technology and service. This Onam, we are delighted to present an exclusive product range with unbeatable festive offers—designed to make celebrations more joyful and homes more comfortable for families across Kerala.”*

Commenting on the expansion, **Mr. Mukundan Menon, Managing Director (Designate)**, Voltas Limited, said: *“Our continued growth in the appliances segment underscores our commitment to delivering high-quality, innovative solutions tailored to the evolving needs of Indian consumers. With the addition of our new stores and product categories in the region, we are well-positioned to meet dynamic market demands and elevate customer experiences across the country and specially in Kerala.”*

He further added, *“To ensure seamless product availability during the festive season, Voltas has significantly strengthened its supply chain and service network in Kerala. This is supported by our ₹500+ crore, state-of-the-art manufacturing facility in Chennai, with a production capacity of upto 2 million AC units annually. Strategically located to serve South and West India, the plant manufactures Room ACs and supports over 1,500 jobs—playing a pivotal role in meeting peak seasonal demand, especially during Onam.”*

Voltas’ expansive distribution network continues to be a cornerstone of its market success. With over 30,000 customer touchpoints and 15,000+ through Voltas Beko, the brand ensures deep penetration across India—including remote regions—supported by 400+ exclusive brand outlets (EBOs). With a distribution network over 700+ touchpoints and 84 service franchisees in Kerala, the company is rapidly expanding its footprint to make its diverse product portfolio more accessible across the country.

Voltas is rapidly scaling its footprint, with multiple EBOs now operational in key locations. The focus is on Tier 2 and Tier 3 cities, especially in high-potential states like Kerala, where demand for smart home solutions is rising. This extensive reach is backed by a robust after-sales service network, comprising 1,750 service franchisees and 45 company-owned service centres. With a dedicated workforce of over 17,500 professionals, Voltas is committed to delivering superior customer service and support.

Our key product offerings include:

- **Climate Control Solutions:** Air Conditioners- Split Air Conditioners, Cassette Air Conditioners, and Air Coolers

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- **Home Comfort Essentials:** Refrigerators, Washing Machines, Dishwashers, Water Heaters, Fans, Mixer Grinders, and Dry Irons
- **Commercial and Hydration Appliances:** Commercial Refrigerators, Deep Freezers, Water Dispensers and Water Coolers

Voltas is fast-tracking its journey toward market leadership in the appliances sector, with a focused ambition to be among India's top three consumer brands. As one of the fastest-growing players in the category, Voltas is strengthening its product portfolio with innovative, energy-efficient appliances tailored to evolving consumer needs. On the services front, the brand is enhancing customer experience through robust after-sales support and digital service platforms, ensuring seamless engagement across touchpoints.

At the core of this growth is Voltas' world-class, backward-integrated manufacturing facility in Chennai. This strategic investment not only boosts production capacity but also enables greater agility in product development and customization. It underscores the brand's commitment to scale, innovation, and responsiveness to the rising demand.

**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 produces and sells Air Coolers, Water Heaters, Fans, Water Dispensers and Water Coolers, Commercial Refrigeration, Commercial Air Conditioning products. Voltas is one of the leading companies in the consumer durables within the Tata group and is the undisputed market leader in room air conditioners in India, with a footprint of over 30,000 touch points. Voltas has also launched a wide range of Home Appliances under the Voltas Beko brand name, through its equal partnership Joint Venture with Beko, a leader in Home Appliances in Europe.

**Issued by:**

Ms. Vaishali Desai  
Head- Corporate Communications, Voltas  
[vaishalidesai@voltas.com](mailto:vaishalidesai@voltas.com)

Ms. Richa Seth  
VP, Adfactors PR  
[richa.seth@adfactorspr.com](mailto:richa.seth@adfactorspr.com)

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