

Voltas recognised as the ‘Most Trusted Brands of India 2022’ by Team Marksmen

- *The award reaffirms Voltas’ strong brand values, dynamic leadership and unwavering commitment to its customers*
- *Voltas also reinforces its undisputed market leadership position in the AC category. One out of four AC customers in India, is a proud Voltas customer.*

26th March 2022, Mumbai : Voltas Limited, India’s No.1 AC Company from the house of Tata’s, and an undisputed market leader for Room Air Conditioners in India, was the proud recipient of the '**Most Trusted Brands of India 2022’ by Team Marksmen**, in the **Consumer Durables** category. With a market leadership of 25.5%, Voltas has consistently remained at the top position in its industry, since 2012. The award was virtually received by **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, in the presence of Mr. Deba Ghoshal, Vice President and Head of Marketing.

The award was conferred on Voltas based on a unique industry-wide consumer study conducted by Allegiant Market Research in 16 cities across India. In the preliminary stage, over 35 brands from across India were identified for the potential recognition of which 13 were shortlisted based on research parameters including brands trust quotient, business resilience, innovative thinking, digital transformation, and other key drivers; that keeps Voltas living up to its ‘most trusted’ status.

Commenting on the occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Ltd** said, “It is an honour to be recognised as one of **India’s Most Trusted Brands, 2022 by a reputed body like Team Marksmen**. At Voltas, it has always been our endeavour to align our business ethos with consumer insights. We have strived to become a brand that resonates with our customers. Our customers are at the heart of all our business decisions and this has helped us retain our leadership position as India’s #1 AC Company for several years. I would also like to take this opportunity to thank the entire Voltas team for their hard work and consistent dedication in making Voltas a revered brand. It is the untiring efforts of the team that has helped us deliver great results even during these unprecedented times.”

Deploying its ‘Smart Thinking’ philosophy, Voltas has consistently grown its brand equity and distribution reach across India over the past decade. Today, it boasts of over 24,000 consumer touchpoints, which has helped bring Voltas closer to its customers, making its products more accessible. And with the highest counter share in the category, we ensured that we became the most considered and preferred brand on the shop floor.

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 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, electromechanical projects, electrification, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality. 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 24,000+ customer touchpoints. It has

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A **TATA** Enterprise

also launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik.

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