

## **Voltas Beko salutes the spirit of motherhood this Durga Puja, releases special DVC**

*Conceptualised by Voltas Beko and Wunderman Thompson, the new DVC depicts how the ten hands of the goddess symbolize a mother's superpower to multitask and handle many different tasks in her daily life*

**Mumbai, 12<sup>th</sup> October 2021:** Voltas Beko Home Appliances Private Limited (Voltbek) - a JV between India's No. 1 AC Brand, Voltas and Europe's leading consumer durable player, Arçelik, has introduced a new digital video commercial (DVC) drawing parallels between powerful mothers and the goddess on the occasion of Durga Puja. Conceptualized by Voltas Beko and Wunderman Thompson, the video is a homage to all mothers – who are the modern-day epitome of the goddess, through striking visuals, audio and imagery.

The DVC depicts the typical day of a mother who embraces various roles with ultimate grace, through fast snap footage of different situations of a mother's hand in action. From starting her day by getting children ready for school, cooking for the entire family, managing her professional responsibilities to fixing the car and running the household, the DVC showcases a mother as an eminent creator, nurturer and destroyer of all evil that might ever touch the people she truly cares about.

Towards the end, the images of a mother performing different activities come together to form a collage of the goddess, conveying how the ten hands of the goddess symbolize a mother's ability to multitask and handle different deeds in her daily life. The video also has an interesting treatment of audio with the background score being an enhancement of the activities being done by mothers such as beeping of the oven's alarm, chopping noises while preparing food and fixing of nuts and bolts. The absence of a voice-over is deliberate and increases our focus only on the visuals.

You can watch the video here:

<https://fb.watch/8zOoOiT-4D/>

[https://www.linkedin.com/posts/voltasbeko\\_durgapuja-activity-6853232986368868352-nlsZ](https://www.linkedin.com/posts/voltasbeko_durgapuja-activity-6853232986368868352-nlsZ)

[https://www.instagram.com/p/CU4apQFoAqx/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CU4apQFoAqx/?utm_source=ig_web_copy_link)

<https://www.youtube.com/watch?v=nPD4onyeVGY>

<https://twitter.com/VoltasBeko/status/1447482027440152577>

Celebrating the auspicious Durga Puja, **Mr. Jayant Balan, Chief Executive Officer, Voltas Beko** said, *"The festival of Durga Puja holds great importance in the country as it signifies faith in the 'power' and the ultimate victory of good over evil. This DVC is an ode to all mothers who have displayed supreme strength in the face of the pandemic while ensuring the safety of their family members. We salute the spirit of motherhood and this festive season, we wish to continue to empower our customers by offering products and services that simplify everyday household chores."*

**VOLTAS LIMITED**

Corporate Communications Department

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**Siddharth Prasad, Vice President and Executive Creative Director, Wunderman Thompson,** said *“The recent pandemic brought new pressures on mothers managing the various aspects of their families’ daily activities, and Voltas Beko emerged as their able ally in handling the many calls upon their time. This video draws inspiration from the multiple facets of Goddess Durga and creates a parallel with how mothers show some of these powers too – dealing effortlessly with so many things and emerging victorious every day.”*

**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, electro-mechanical 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 also launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arçelik.

**About Voltas Beko:**

Voltbek Home Appliances Private Limited (Voltas Beko) is an equal partnership joint venture between India’s leading Air Conditioner Company, Voltas Limited, and one of Europe’s largest household appliances manufacturer, Arçelik. The brand ‘Voltas Beko’ was launched in September 2018 and has in the past year positioned itself as ‘Partners of Everyday Happiness’ in India. Their portfolio of products includes Refrigerators, Washing Machines, Microwaves/Ovens and Dishwashers. The brand offers its consumers state-of-the-art innovative products and leverages Voltas’ brand & distribution strength and Arçelik’s global expertise in product development. Voltas Beko has been consistently increasing its footprint in the Indian home appliances segment and has currently over 5000 consumer touchpoints. The manufacturing facility is situated in Sanand, Gujarat which went on-stream in January 2020.

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