

## Voltas Beko introduces a new range of Home Appliances with advanced technologies this Summer

- Aims to launch the state-of-the-art refrigerator with **HarvestFresh™ Technology** feature, a groundbreaking function that uses innovative 3 colour light technology, to cleverly mimic the 24-hour sun cycle
- Introduces the **Hygiene+** feature in the washing machines that provides anti-allergic results by removing pet allergens, mites and pollens
- The new range of products comes with a perfect blend of new-age technologies with functions that provide hygiene, freshness and convenience

**Mumbai, 29<sup>th</sup> April 2022:** Voltbek Home Appliances Private Limited (Voltas Beko) - a JV between India's No. 1 Air Conditioning and Cooling Company, Voltas and Europe's leading freestanding consumer durables player, Arçelik, has introduced a new range of refrigerators and washing machines this summer. These products have been specially innovated keeping **health, freshness and hygiene** at the core of innovation.

The novel range of refrigerators is equipped with new-age technologies that meet the evolving needs of consumers. This summer, Voltas Beko aims to introduce **HarvestFresh™ Technology** that uses innovative 3 colour light technology, to cleverly mimic the 24-hour sun cycle. This keeps the fruits and vegetables in their natural original environment long after it's been harvested, preserving their vitamins and freshness for longer. This addition strengthens Voltas Beko's range of high end, higher capacity Frost Free refrigerators equipped with **StoreFresh™** Technology which keeps fruits and vegetables fresh up to 30 days, by minimizing temperature fluctuation inside the crisper and maintaining precise moisture level which protects them from humidity loss. Additionally, the refrigerators include dynamic features such as, **NeoFrost™ Dual Cooling, Fresh Guard™, and Ion Guard™**. Fit for every home, the refrigerators come with a standard BEE Star Rating and are available in major sizes.

### Key Features of Voltas Beko Home Appliances:

#### Refrigerators:

- **HarvestFresh™ Technology:** Simulates the natural 24 hour sun cycle thereby preserving the vitamins and freshness
- **Active Fresh Blue Light Technology,** simulates natural lighting conditions, which helps fruits and vegetables retain Vitamin C
- **StoreFresh™** - Locks in the freshness of your fruits and vegetables for up to 30 days.

#### Washing Machine:

- **StainExpert™:** Helps remove 26 types of Indian stains.
- **Hygiene+:** At 60° C, the super rinsing cycle anti-allergic results by removing pet allergens, mites and pollens. At 20° C, the program helps remove bacteria and fungi.

Voltas Beko also launched India's first 5 Star rated Semi-Automatic twin tub washing machine and a Top Load Washing Machine with industry-defining features such **Hygiene+**, a **program that provides anti-allergic laundry for your sensitive skin**. The state of art washing machines also comes with dynamic functions like **StainExpert™, Air Therapy™, Silent-Tech™, OptiSense™, GentleWave™** and **Prosmart™ Inverter Motor**, a function that enhances the machine's performance while consuming less energy. The total Washing Machine portfolio will now accommodate capacities ranging from 7.5 to 14 kg.

Commenting on the occasion, **Mr. Jayant Balan, CEO, Voltas Beko**, said, " The customers' needs keep on evolving with changing lifestyles and habits, the last two years we have seen the need for longer preservation and better hygiene as most families were restricted indoors due to the pandemic. Voltas Beko as an organization has been at the forefront in delivering innovative and practical products that address the growing preferences. Our new range of refrigerators and washing machines is tailor-made

for every Indian household with the right mix of advanced technology and design that adds convenience and value to the lives of our customers.

Keeping our brand promise to stand by the 'Make in India' commitment, our products will be manufactured in India. It is the trust of our customers that has made us one of the fastest-growing consumer durables brands in the country. We look forward to being their partners of everyday happiness."

Voltas Beko has also expanded the **Microwave oven** product portfolio with its **solo, grill, and convection units**. Additionally, the brand has come up with ground-breaking functional features such as AqualIntense™ and **Fast+ for its highly successful Dishwasher category**. To make the purchase process easier, the brand has launched several consumer schemes such as **15% cashback on major banks' credit and debit cards**, Zero Down Payment Schemes on NBFC with choice of 6 and 8 EMIs, among others. Keeping true to its brand promise and dedication to the 'Make in India' initiative, Voltas Beko is geared to introduce a gamut of state-of-the-art products in the market this summer.

**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 manufacturers, 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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