

Voltas Beko's pays an ode to the spirit and contribution of its women workforce

Through this campaign, Voltas Beko aims to showcase the evolution of women and how their roles today have far exceeded the confines of home and expanded to take on larger responsibilities to build a more efficient and sustainable world

Link - <https://www.youtube.com/watch?v=T0KDdPvnxbc>

Mumbai, 05th March, 2024: Voltas Beko, a JV between India's No.1 AC Brand, Voltas and Europe's free-standing consumer durables player, Arçelik, has launched a film, "It Is Her" on the occasion of International Women's Day. This women-centric film showcases the evolving role of women who are going all out to fulfil their dreams and aspirations. It highlights women's roles in the Manufacturing sector today, and highlights the stories of women who are bringing happiness to millions of homes across the country.

The digital video #ItIsHer attempts to portray the role of Voltas Beko's women workforce who not only ensures optimum usage of home appliances like refrigerators and washing machines in their home but also help to craft these appliances in the Voltas Beko factories. It sheds light on the often unseen but crucial role that women play in the manufacturing sector and aims to highlight the invaluable contributions of women in the blue-collar workforce at Voltas Beko, where an impressive 70% women workforce at the factory. Through this campaign, Voltas Beko acknowledges and honours the remarkable women who are not just building home appliances but also shaping a brighter future for themselves and their communities. Their dedication, resilience, and ingenuity serve as a testament to the transformative power of women in building a better world. The campaign emphasizes the role of women as more than just factory workers but as creators, dreamers, and champions of change. As these women are breaking stereotypes by showcasing their skills in precision work, machinery operation, and quality testing, they are proving that they are capable of achieving anything they set their minds to.

Speaking on the campaign, **Mr. Prasenjit Basu, CMO and Head of Marketing, Voltbek Home Appliances Pvt Ltd** said *"At Voltas Beko, we firmly believe that women hold the power to shape a better future. Through our campaign, we wanted to pay a tribute to the incredible talent and dedication of our women employees who not only assemble home appliances but pour their heart and soul into every unit they craft."*

Through various initiatives, including training programs, financial support, and opportunities for career advancement, Voltas Beko seeks to invest in women to accelerate their journey in becoming independent and pursue their dreams. By recognizing their contribution and providing them with the tools for success, Voltas Beko is not only transforming individual lives but also paving the way for a more inclusive and equitable society.

About Voltas Limited:

VOLTAS LIMITED

Corporate Communications Department

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A **TATA** Enterprise

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 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. 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 7000 consumer touchpoints.

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