

## Voltas launches its extensive range of *FreshAir Coolers* for 2023. Showcases its new 4-side cooling technology in Air Coolers.

- *Launches an extensive range of Room air coolers, Desert coolers, Tower coolers, Window coolers, and Personal coolers*
- *Introduces dynamic features like 4 side cooling, Eco cool mode, Turbo air throw, Honeycomb cooling pads, Motor with thermal control, smart humidity controller, amongst others*

**Mumbai, 25<sup>th</sup> April 2023:** Voltas, India’s undisputed leader in Cooling Products, and the No. 1 AC brand, from the house of Tata’s, announced the launch of an extensive range of all new Voltas FreshAir Coolers. This latest offering of Voltas FreshAir Coolers offers a wide range of features including the unique smart humidity controller for optimizing the humidity, 4-sided honeycomb padding for the ultimate cooling experience, mosquito repellent for protecting from mosquitos, 7 Hours timer for giving you uninterrupted sleep, turbo air-throw for cooling large spaces, and less energy consumption. Equipped with a Wi-Fi controller that enables hassle free operation of the product, Voltas’ new range of FreshAir coolers are all set to revolutionize the Indian air cooler industry.

These new features are incorporated in a wide range of coolers customized for different weather conditions. Customers can choose an air cooler based on their specific need like the Desert Air Cooler, Tower Cooler, Personal Cooler, Window Cooler and Room Air Cooler that are available in sub variants as well.



### Key Features of Voltas FreshAir Coolers:

- **Smart Humidity Controller:** optimizes the humidity in the air
- **Mosquito Repellent:** Resists mosquito breeding and keeps them away
- **Turbo Air Throw:** Large fan size delivers powerful air throw to cool large spaces.
- **Fully Collapsible Louvers:** Prevent dust and insects from entering the air cooler
- **Motor with Thermal Overload:** Designed to protect the motor from damage in the event of short circuit, overloading or overheating
- **Eco Cool Mode:** Eco mode feature optimally saves water and efficiently consumes power
- **4 Side Honeycomb Cooling pads:** More cooling and durable without letting dirt and sediment deposit.

Commenting on the launch of the new range of Air Coolers, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said *"Innovation and customer satisfaction have always been the blueprint on which Voltas products are developed. We understand a large segment of our customers, across both large and upcountry towns, prefer an air cooler to beat the summer heat. We wanted these customers to have the best in class air coolers from Voltas. The new range of FreshAir Coolers are equipped with latest features that focus on efficiency, convenience and hygiene. These air coolers also offer intelligent cooling solutions, like smart humidity controller, that is suited for diverse weather conditions in India. We are delighted to bring in these innovations within the air cooler industry."*

This summer, Voltas has launched 51 SKUs of its Voltas FreshAir Coolers under various sub-categories such as Personal, Room, Window, Tower, and Desert Air Coolers. The new range of top-notch Voltas FreshAir coolers has been created to cater to all types of weather conditions in India and includes unique features in select models. The new range comprises of new models like, **Jetmax** with honeycomb pad for long lasting cooling, **Slimm** with sleek and compact design, **Alfa fresh** with advanced filtration techniques, and **Velocity** with ice chamber.

**Voltas FreshAir Coolers portfolio:**

- **Room Air Cooler:** Windsor, Windmax
- **Desert Cooler:** Jetmax, Epicool, Mega, Grand, Victor, Velocity
- **Tower Cooler:** Slimm
- **Personal Cooler:** Alfa, Alfa Fresh, Windsor
- **Window Cooler:** Wind

This Summer, Voltas' new range of air coolers are also coupled with unique & exciting promotional offer for consumer like Easy EMI offer with attractive down-payment options, for ease of adoption & access to customers.

**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 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 Arcelik.

**Issued by:**

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

Ms. Richa Seth  
Group Head  
Adfactors PR  
[richa.seth@adfactorspr.com](mailto:richa.seth@adfactorspr.com)  
Mob: 9930143531