

Voltas and Voltas Beko announce exciting offers for the monsoon season

- ✓ The entire monsoon product portfolio comes with a lifetime Inverter compressor warranty applicable on compressor products; Air Conditioners & Refrigerators
- ✓ All products will come with an extended comprehensive warranty, ranging from 2 to 5 years.
- ✓ Attractive zero down payment and no cost EMIs through NBFCs and Credit Cards
- ✓ Attractive cash-back offers on purchases made on credit cards.

Mumbai, 20th July, 2021: Voltas, India's undisputed leader in Cooling Products, and the No. 1 AC brand, from the house of the Tata's, announced lucrative monsoon season offers on its portfolio of Cooling Products and Home Appliances for its PAN India customers. The offers will be available until mid-September, and can be availed through in-store purchases.

Under these offers, consumers can buy ACs with **0% Consumer Finance** through NBFCs along with **Lifetime Inverter Compressor Warranty** and **5-year comprehensive warranty**. On all Air Conditioners, Air Coolers, and Home Appliances Voltas is running the **zero down payment scheme** where customers do not have to pay any down payment while opting for the product in easy EMIs. Not only that, within this scheme the customers can avail different tenure for EMIs for its entire range of Voltas Air Conditioners & Air Coolers and Voltas Beko Home Appliances. Moreover, an **Easy EMI** option is also available on Voltas Commercial Refrigeration Products and Air Purifiers. Voltas has partnered for the Easy EMI programmes with all leading NBFCs.

Additionally, the products can also be bought with attractive **cashback offers of up to 15% through credit cards** of leading banks on all Air Conditioners and Home Appliances. Further, customers can avail for **No Cost EMI up to 9 months on Air Conditioners, and up to 12 months on Appliances, and No Cost EMI up to 6 Months tenure on All Air Coolers, through credit cards.**

Commenting on the announcement, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *"Due to the hybrid working model, the demand is returning back this year, as consumers are seeking cooling products and home appliances that offer them cooling, convenience and comfort. These offers for the monsoon season have been introduced keeping in mind affordability, as well as ease of purchase for our customers. We have partnered with leading financial institutions for facilitating easy EMI programmes for our range of products, as well as credit card cashback offers. We believe these offers will enable customers to invest in upgrading their cooling products and home appliances with no financial burden"*

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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, Water Dispensers, Water Coolers, and Commercial Refrigeration products; Voltas 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 among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India. It has also launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arçelik of Turkey.

About Voltas Beko: Voltbek Home Appliances Private Limited (Voltbek) is an equal partnership joint venture between India's leading Air Conditioner Company, Voltas Limited, and Turkey'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 2000+ consumer touchpoints. The manufacturing facility is situated in Sanand, Gujarat and it went on-stream in January 2020.

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