

# Voltas presents its 2021 range of *Maha-Adjustable Inverter AC*; strengthens its portfolio of Cooling Products and Home Appliances

- **Augments its Product Portfolio, with the introduction of its 2021 range of Cooling Products**
- **Strengthens its offerings in Air Coolers & Commercial Refrigeration Products**
- **Strengthens its range of Voltas Beko Home Appliances**

**Mumbai, 3 March 2021:** Voltas, India's undisputed leader in Cooling Products, and the No. 1 AC brand, from the house of the Tata's, has further reinforced its leadership position in the Cooling Products space, by launching the new enhanced version of the **Voltas Maha Adjustable Inverter AC**. The launch comes with the backdrop of 'India's Cooling Habits' study conducted by Voltas during the pandemic last year, which reflected that, more than 70% of consumers used their Inverter ACs for more than 8 hours, while over weekends 60% of consumers used their Inverter ACs for more than 12 hours.

Commenting on the launch of the new range of Air Conditioners, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, *"As the leading brand in Air Conditioners, we constantly strive to offer the best of technology that is both affordable and accessible, to our consumers across the country. With our new range of Maha-Adjustable Inverter ACs, we are embodying the spirit of consumer centricity by giving them the option of 5 different tonnage option in one product. This range compliments the consumer's need for comfort and energy savings."*

Based on the cultural insight of Indians opting to 'adjust', the Voltas' Maha-Adjustable Inverter AC comes with a unique value proposition of 'Flexible Air Conditioning' that allows the user to choose from multiple tonnage options. Consumers have the **ability to switch** within 0.75 Ton, 1 Ton, 1.2 Ton, 1.5 Ton or 2 Ton, depending on the **ambient heat** or **number of people** in the room; leading to savings and optimization of running cost.

The Voltas 2021 AC product range includes **over 130+ SKUs**, with 95 SKUs in Inverter ACs, 20 in Split ACs and 20 in Window ACs, besides Cassette and Tower ACs. Within this, Voltas has launched 24 SKUs of Maha Adjustable AC.

**Voltas' new range of ACs are also coupled with unique & exciting promotional offers for consumers, this summer:**

- **Lifetime Inverter Compressor Warranty**
- **5 Year Comprehensive Warranty**
- **Attractive EMIs through credit cards**
- **0% Consumer Finance through NBFCs**



## Key Features of Voltas Maha Adjustable Inverter ACs:

- **Multi Adjustable Mode:** Intelligent switching within multiple tonnages, basis ambient heat and number of people in the room
- **Super UVC:** The PureAir AC, in this range, comes with Super UVC technology and TiO2 coated air filtration system
- **Superdry Mode:** Controls the humidity levels in the room by quick dehumidification
- **Eco-friendly Refrigerant:** Green R32 refrigerant, which is environment friendly
- **High Ambient Cooling:** Keeps user comfortable even at 52°C

## Key Features of Voltas Fresh Air 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.
- **Pre Soaking:** Pre-cools the Honeycomb pads before starting the fan, releasing cool and fresh air
- **Honeycomb Cooling pads:** More durable, and provides uniform cooling without letting dirt and sediment deposit.

## Key Features of Voltas Beko Home Appliances: Refrigerators:

- **StoreFresh+ Technology:** 30 days freshness of fruits & vegetables.
- **Neofrost Dual Cooling Technology,** maintains same temperature right from top to bottom of the crisper, ensuring no mixing of odors between compartments.
- **Active Fresh Blue Light Technology,** simulates natural lighting conditions, keeps food fresh.

## Washing Machine:

- **Stain Expert function:** helps remove 26 types of Indian stains.
- **Steam Wash:** Softens dirt, releases wrinkles and sanitizes clothes
- **Prosmart Inverter Motor** enhances washing machine's performance while consuming less energy, brushless motor

As a part of its 2021 plan, Voltas has also launched **48 SKUs of its Voltas Fresh Air Coolers** under various sub-categories such as Personal, Window, Tower and Desert Air Coolers. The new range comprises of Windsor with 4 sided cooling advantage, Epicool with style and ultra cooling, Virat with a sturdy metal body, and Alfa fresh with purification advantage. The Company also strengthened its overall portfolio by introducing **60 SKUs of Commercial Refrigeration** products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer. The company has also launched **22 SKUs of Water Dispensers**, and **25 SKUs of Water Coolers**. This year, Voltas is also introducing a range of Cold room solutions for the B2B segment.

Through its new Home Appliances JV brand, **Voltas Beko, the company aims to strengthen its portfolio in 2021 by launching gamut of products**. The consumers will witness the Frost Free range with StoreFresh technology refrigerators in diverse design and color patterns. The **Direct Cool refrigerator** portfolio from the Sanand factory, with features like **Active Fresh Blue Light** and **Rapid Cooling**, within major capacities, all with standard BEE Star Rating, will also be launched. The **Frost Free Range of refrigerators** with industry defining feature, and set of combination of unique patented technologies, Harvest Fresh and Store Fresh are slated to be launched this year.

Keeping the brand promise and commitment to stand by the 'Make in India' initiative, Voltas Beko will also unveil array of innovation. Being in sync with this initiative, the brand has slated to launch a **5 Star rated Top Load Washing Machine**, having industry defining USPs like Fountain Wash and, adjustable Jet function. In the Semi-Automatic Twin Tub Category, the brand will introduce Stainless-Steel Tub Machine and Hygiene Boost Series. The overall Washing Machine portfolio will now cater to 7.5 to 14kg capacities. All product offerings in the Semi-Automatic Twin Tub Category shall have 5 Star Rating. The overall Microwave oven category in Solo, Grill and Convection segment will also expand. And the highly successful Dish Washer category will witness further expansion.

**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 Arcelik of Turkey.

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