

Voltas opened two new brand stores in MP and Chhattisgarh

The brand stores at Dewas and Bhatapara were opened as part of the Company's offline expansion plan, especially in Tier 2 & 3 towns

India, 19th September 2023: Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has opened two new brand stores in Dewas (Madhya Pradesh) and Bhatapara (Chhattisgarh), last week. The launch of its first brand store was in Dewas, Indore (in Madhya Pradesh). Whereas, the second brand store opened in Bhatapara, in Chhattisgarh. The new stores bolster the brand's retail presence in the region and offer a wide range of meticulously curated products of Voltas and Voltas Beko like **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers.**

The new store at Dewas is strategically located in 12, Gomti Nagar, Shreeji Tower, Near Old Gulshan Garden, Dewas 455001, which is one of the most affluent neighbourhoods in Dewas. Whereas the one in Bhatapara will work as an experience zone and purchase centre for the Company. This Brand Store is located Opposite Vrindavan Place, Station Road, Shankar Ward Bhatapara Baloda Bazaar, Bhatapara, Chhattisgarh 493118.

The stores were unveiled as part of the Company's offline expansion plan. This marks a significant milestone in the brand's journey, emphasizing its growth and continued commitment to delivering unparalleled range of products to its consumers. Voltas' dedicated team has designed this store after understanding its customers' unique preferences in the said markets.

Commenting on the store openings, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** remarked, "Voltas has over the last few years created a strong customer connect with its best-in-class product offerings and unique store experiences for its customers. We believe that strong markets like Dewas and Bhatapara offer strong potential for us to take this brand to many more consumers in Tier 2 & 3 towns and enrich their customer experience. We plan to further accelerate our store expansion."

The Voltas 2023 RAC product range includes **overall 64 new SKUs**, with **50 SKUs** in Inverter ACs, **42 in Split Inverter ACs**, and **8 in Window Inverter ACs**, besides Cassette and Tower ACs. The Company has 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 recently launched its new range of Air Purifiers.

Through its Home Appliances JV brand, **Voltas Beko**, the company aims to strengthen its portfolio in 2023 by launching a series of new products. Keeping the brand promise and commitment to stand by the 'Make in India' initiative, Voltas Beko has unveiled a range of

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home appliances with new Frost-free refrigerators and Top-load washing machines. Equipped with a 12-year warranty on AC compressor and refrigerator motors, these products are proudly indigenous with advanced features that will cater to the evolving needs of new-age 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. Voltas has also launched a wide range of Voltas Beko Home Appliances products, through its JV in India, in equal partnership with Arçelik.

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