

Voltas opens its second brand store in Trichy and tenth brand store in Tamil Nadu

Voltas and Voltas Beko will collectively showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the new Brand Shop

Trichy, 16th June 2023: Today, Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has opened a new brand store in Trichy as part of its expansion plan. This brand store becomes the second brand store in Trichy and tenth in the state of Tamil Nadu.

This brand store is in Fort Station Road Jerome Building, Trichy, Tamil Nadu and houses a well-designed and visually appealing display of the new range of Voltas and Voltas Beko products, comprising **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers.**

Commenting on the occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "We are delighted to announce the launch of the second Voltas Brand Shop at Trichy, Tamil Nadu. As a market leader, we have always placed the customer at the core of all our business operations and our endeavour is to provide them with technologically advanced products to meet their everyday needs. With the new brand store, we aim to further provide a holistic product experience for our consumers."

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.

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 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. The new range seeks to strengthen Voltas' home appliances portfolio in India by offering convenience with enhanced technology.

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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