

## **Voltas opens its first brand store in Haldwani**

### **Expands its footprint in Uttarakhand & UP region by opening its 41<sup>st</sup> exclusive brand store in the region**

*The all new brand store in Haldwani is equipped with state-of-the-art display to enhance customer experience.*

**Haldwani, 16th June 2023:** Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has launched a new brand store in Haldwani today. This new brand store becomes the first in Haldwani and 41<sup>st</sup> in the region of Uttarakhand & UP. It is equipped with state-of-the-art display to enhance customer experience. Voltas is the undisputed leader in the region of UP and Uttarakhand with a market share of over 30% in AC category. Voltas is in an accelerated phase of expansion of brand shops across the country.

The brand store is located opposite Kapil Complex, Kaladhungi Road, and will be operated by **M/s Kumaon Radios & Electronics**, a veteran in the field of Consumer Durables. It offers a wide array 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 first Voltas Brand Shop at Haldwani, in Uttarakhand. Through this store, we aim to bring our extensive product range and enhance our visibility in mini metros in India. 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."

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 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 Arcelik.

**For more information, please contact:**

Vaishali Desai Head - Corporate Communications	<a href="mailto:vaishalidesai@voltas.com">vaishalidesai@voltas.com</a> +91-22- 6665 6666
Richa Seth Group Head, Adfactors PR	9930143531 <a href="mailto:richa.seth@adfactorspr.com">richa.seth@adfactorspr.com</a>