

Voltas opens a new brand store in Kasia**Expands its footprint further by opening new brand store in Uttar Pradesh**

India, 17th April 2025: Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has launched a new and exclusive brand store in Kasia, Kushinagar, today. Voltas, which holds the top position in the Indian AC market, is also a prominent brand in East Uttar Pradesh, West Uttar Pradesh, and Uttarakhand. With this new addition, Voltas now boasts a total of 29th brand stores in Eastern Uttar Pradesh and 57th across the UP and Uttarakhand region.

Voltas remains a market leader in both Split and Window Air-conditioners in India. This new brand store is part of a strategic initiative to expand the company's reach nationwide, ensuring accessibility even in the most remote areas. A significant portion of India's air conditioner sales comes from smaller towns, particularly those with populations under one million. The rising demand for ACs in tier 2 and tier 3 towns is driven by soaring temperatures, changing climate conditions, increased spending power, and affordable financing options.

M/s Aastha enterprises, located at **Ward No.6, Sahid Amiy Tripathi Nagar, Kasia, District Kushinagar, Uttar Pradesh - 274402**, will offer a wide range of Voltas and Voltas Beko products, including **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Heaters, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers.**

Commenting on the new brand store launch, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, *"We are thrilled to announce the inauguration of our new brand store in Kasia today. As we embark on this new growth journey, with an aim to consistently extend our geographical presence in the region, our unwavering commitment to offering our customers a superlative shopping experience remains intact. We seek to further accelerate our geographical expansion across India to make our products more accessible to our consumers."*

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 30,000+ customer

VOLTAS LIMITED

Corporate Communications Department

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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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