

Voltas announces its signature summer campaign 'Shor Kam, Kaam Zyada' for its new range of Voltas SmartAir ACs, along with the comeback of its main protagonist, Murthy, after 6 years

The campaign focuses on the 'Super Silent' feature of the SmartAir AC, with its unique sleep mode that adjusts the temperature while one is asleep.

Mumbai, March 13 2024: Voltas, India's undisputed leader in Cooling Products and India's No. 1 AC brand, from the house of TATA, has launched its summer campaign titled '**Shor Kam, Kaam Zyada**' to promote the company's new Voltas SmartAir AC series. The campaign was created keeping the consumer insights, which clearly voted for connectivity, comfort and convenience as the main drivers for their AC purchase.

- Link: <https://youtu.be/DrfwSZubZJ8?si=LZ9YKaSEQ99ExFvS>
- Link: <https://youtu.be/8hQZvoliws4?si=GzjVQWNKyUpZQ6Q1>

The new Voltas SmartAir AC is 'Super Silent' AC, with a unique sleep mode and IoT connectivity. The campaign is intended to emphasize the AC's 'Super Silent' feature in a distinctive and nostalgic way. This innovative air conditioner is specifically developed to give cooling, convenience, and comfort to the user through its 'Super Silent' operations, which ensures lesser operating noise, combined with 'Sleep Mode,' which provides adaptive cooling as per changing body temperature of people sleeping in the room. The new AC range also includes add-on features such as temperature control via smartphones (once connected to the Voltas Smart App or through Amazon Alexa or Google Homes), making it a one-of-a-kind offering.

This summer, scorching heat isn't the only thing making a return! Voltas, India's No.1 Air Conditioner brand, has reintroduced the endearingly humorous yet intelligent protagonist Murthy in an exciting new campaign. Murthy, who has won many hearts with his calm persona and his witty dialogues, has returned to promote Voltas' latest line of SmartAir ACs, which feature super-silent operation, an innovative sleep mode, and a cutting-edge, IoT-enabled design.

The new campaign features Murthy keeping his cool when faced with his chatty brother-in-law, emphasizing the striking contrast between him and the noiseless efficiency of Voltas ACs. The tagline "Shor Kam, Kaam Zyaada" brilliantly catches the core of the campaign and delivers the message without creating a fuss. The campaign, which revolves around two quirky advertisements, is a delight to watch, with Murthy's timeless charm taking centre stage alongside Voltas' SmartAir ACs.

Commenting on the new campaign, **Deba Ghoshal, Vice President & Head of Marketing, Voltas Limited**, said, "Yes he is back! Quietly and effortlessly like our new product offering. And this time, more witty, more sharper and more contemporary. Check out our teasers to get an idea of what is planned ahead for this summer. Voltas ACs have always been a popular and a leading choice among consumers, and over the past decade, Murthy has become synonymous with the brand. However, this time it's all about being smart, yet silent – Shor Kam, Kaam Zyada!"

VOLTAS LIMITED

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Ritu Sharda, CCO, Ogilvy India (North) says, “Bringing back Murthy felt natural - given the fact that Voltas and Murthy have always clicked and Murthy’s witty aura left a lasting impression last time around. With Summers approaching at warp speed and Murthy’s chatterbox brother-in-law ready to turn up the heat, the campaign seemed like a perfect way to break the ice.”

The campaign, besides being on television and digital, will find its way across various print, radio and OOH opportunities this summer. Voltas is all geared up to further drive its brand salience this summer, with a thematic as well as a tactical campaign, driven by Murthy.

For its tactical campaign, like every year, Voltas offers a variety of consumer finance programmes like attractive Cashback offer, Zero Down Payment, extended warranties, and other promotional incentives like Fixed EMI, to make the products more affordable, and lower the barriers to adoption.

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. It has also recently launched its range of Voltas Beko Home Appliances, through its JV in India, in equal partnership with Arcelik.

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