

## **Voltas, India's No. 1 AC Brand, introduces AI enabled Split Air Conditioners that bring smarter and personalized cooling comfort to every Indian home. 'Har Ghar Voltas'**

**New Delhi, February 24, 2026:** Voltas, India's No. 1 AC brand from the House of Tata, introduces its Summer 2026 portfolio led by the AI enabled Vertis Split AC series marking a decisive step forward in intelligent cooling designed specifically for Indian conditions.

### **AI Powered Cooling Designed for Indian Realities**

At the core of the Summer 2026 range is the Voltas AI powered Inverter Split AC portfolio, engineered to move beyond manual temperature control to systems that continuously learn and optimise. The new Vertis AI series adapts to India diverse and intense climate conditions by intelligently sensing temperature, humidity and usage patterns.

**AI Adaptive Cooling** automatically adjusts cooling intensity to prevent over cooling while ensuring personalised comfort for every family member.

**AI Energy Manager**, integrated with the Voltas Intelligence app, allows users to set a monthly electricity consumption target. The AC then optimises its performance in real time to balance comfort with energy savings, directly addressing a key concern for Indian households.

**AI Geofencing** prepares the room as the user approaches home, ensuring instant comfort on arrival while avoiding unnecessary energy consumption when the space is unoccupied.

### **Ranbir and Neetu Kapoor share cool vibes with Voltas Intelligence**

*AI Adaptive cooling-* [https://youtu.be/\\_yG-MalygY](https://youtu.be/_yG-MalygY)

*Energy Manager-* <https://youtu.be/c50AGXao76c>

*Geofencing-* <https://youtu.be/BTut8ulYKuc>

The Summer 2026 campaign brings this technological leap into a setting every Indian family recognises. Voltas reinforces multi-generational trust built through the real-life warmth shared between a mother and son. Featuring superstars Ranbir Kapoor and Neetu Kapoor, the film captures a light-hearted yet deeply familiar moment at home. Neetu fondly recalls how young Ranbir would always complain of feeling cold under the AC, leading to the classic back and forth of adjusting temperatures that plays out in households across the country. That everyday exchange becomes a powerful metaphor for how cooling has evolved.

With the Vertis AI series, the AC no longer depends on constant remote adjustments. It understands. It senses room conditions, learns user preferences and automatically balances comfort across generations, without compromise.

### **VOLTAS LIMITED**

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Behind this relatable story lies a deeper technological foundation. Every moment in the film is powered by AI engineered specifically for Indian climates, usage patterns and energy sensitivities. The intelligence showcased on screen is not conceptual but built into the very design of the Voltas portfolio — ushering in a new era of AI powered cooling designed for Indian realities.

**Har Ghar Voltas: Summer 2026 Portfolio of Split ACs, Refrigerators and Washing Machines**

- AI-enabled Vertis ACs with Adaptive Cooling, Energy Manager, Geofencing, voice control, and app-based insights
- Refreshed Voltas Beko appliances with premium frost-free refrigerators and advanced fully automatic washing machines
- Expanded Air Cooler lineup engineered for India's hotter summers

**New range of Split Air Conditioners****Intelligent Cooling: Vertis AI Series**

Next-gen intelligence with AI Adaptive Cooling, geo-fencing, energy insights, and upgraded app features that automatically adjust comfort based on user location, usage patterns, and ambient conditions.

**Stylish Cooling: Vertis Leatherette AI Series**

Crafted to elevate contemporary living spaces, the Vertis Leatherette AI range features a premium leather-finish design that brings a refined, luxurious aesthetics to the modern home and transforming the AC from a functional appliance into a sophisticated décor element. Beyond its striking looks, it delivers a powerful performance, enhanced efficiency and India-mapped optimization for reliable cooling across diverse climates. It is a perfect union of style, strength and smart engineering, designed to complement the way India aspires to live today.

**Extreme Cooling: Venus Luxe Series**

Engineered for India's extreme climatic conditions, full cooling capacity cooling in peak Indian summers even when the temperatures rise upto 55 degrees Celsius. The range also features long air throw for wider room coverage, larger indoor unit sizes for enhanced air flow and long piping flexibility. Together, these features create a compelling proposition of truly 'Superior Cooling', even in the most demanding conditions.

This new product range brings together engineering excellence and unmatched energy performance, further strengthening Voltas' position as a leader in sustainable cooling and reinforcing its commitment to solutions that are both high-performing and environmentally responsible.

**Strengthened Air Cooler Portfolio 2026**

Voltas introduces a more powerful, durable air cooler range designed for residential and commercial spaces; it includes:

- **Residential Coolers:**  
Vajra 165L, upgraded Virat 80L & 100L, and compact Junior DX 15L & 25L — featuring Turbo Air Throw, Honeycomb Pads, and Motor Thermal Protection.
- **Commercial Coolers:**

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Expanded LEO 25L & 45L models with industrial wheels and high-capacity spot cooling.

### **Voltas Beko unveils smarter, sustainable and user-friendly appliances**

#### **❏ Frost Free Refrigerators: Smart Cooling with Long-Lasting Durability**

- Expanded premium lineup featuring 10 new capacities including 2 new side by side models and 2 new multidoor models, designed for modern Indian kitchens with enhanced aesthetics and performance.
- VDE-Germany certified compressors offering an industry leading 25-year life, combined with a segment first AI powered smart algorithm that optimizes cooling efficiency and energy savings.

#### **❏ Fully Automatic Washing Machines: Advanced, Hygienic & Energy-Smart Laundry Solutions**

- 7 new models powered by global laundry technologies, delivering superior wash quality, fabric care, and intuitive functionality.
- Innovative Hygiene+ wash system, intelligent programs, and energy- and water-optimized performance, making them ideal for eco-conscious families.

### **‘Har Ghar Voltas’ Mega Consumer Offers: Bigger Savings, Easier Access and Smarter Homes**

In a continued effort to make premium cooling and home appliance solutions more accessible to consumers, this summer, Voltas has announced a series of attractive financing schemes across its flagship 5-Star Inverter Split ACs as well as Fully Automatic Washing Machines and Frost-Free Refrigerators.

Exciting New Finance Offers to Enhance Customer Convenience includes:

- Fixed EMI Options Across Leading Financiers - Customers can now enjoy affordable and predictable monthly payments through Fixed EMI schemes starting at Rs. 2,888 applicable on the premium 5-Star Inverter AC range
- Long-Tenure Schemes - For enhanced affordability, consumers can opt for extended 18-month EMI plans with major finance partners
- Zero Down Payment Schemes - To ease upfront financial burden, customers can bring home their favourite appliances with Zero Down Payment.
- Low Down Payment Schemes - For those seeking flexibility, Low Down Payment plans are available, ensuring affordability without compromising on choice.

These offerings highlight Voltas’ continued effort to understand customer needs, bringing premium technology closer to every household and making high-performance cooling easier to own.

### **Leadership Commentary**

**Mr Mukundan Menon, Managing Director, Voltas Limited, said:**

“For Indian families, all-round comfort is about managing extreme heat with confidence, keeping electricity costs predictable, preserving food reliably in demanding climates and ensuring hygienic,

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efficient laundry care for growing households. It is about solutions that quietly support everyday life without adding complexity.

At Voltas, we have always believed that technology must make everyday life simpler and more reassuring. As a full stack appliance company guided by our 'Har Ghar Voltas' vision and backed by the trust of the Tata Group, we are proud to serve Indian homes through an integrated portfolio that spans Voltas ACs and Voltas Beko Refrigerators and Washing Machines. With our AI enabled Vertis Split AC series, complemented by thoughtfully engineered Voltas Beko appliances, we are redefining intelligent, energy conscious and sustainable living for families across India."

**Mr Jayant Balan, Head RAC Business, Voltas Limited, added:**

"The Summer 2026 portfolio has been thoughtfully crafted around the realities of Indian families and the intensity of our climate. Today, customers expect more than performance. They expect solutions that are intelligent, reliable and purpose built for India.

Our commitment therefore extends beyond innovation to strengthening our manufacturing capabilities and building scale with purpose. We are strengthening our domestic production capabilities, including the development of India largest air conditioning factory, as part of our continued investment in the Make in India movement. By designing and manufacturing in India, we ensure our products are closely aligned with local climate conditions, usage behaviour and energy priorities.

With AI Adaptive Cooling, AI Energy Manager and AI Geofencing, we are transitioning from conventional systems to intelligent solutions that learn, adapt and optimise in real time. The campaign brings this progress to life in a human and relatable way, while reinforcing Voltas leadership in smart, energy efficient solutions engineered and made for India."

**Distribution Reach & Market Presence**

Beyond product innovation, Voltas strength lies in its deep and extensive reach across India. With over 30,000 touchpoints, 1750 service franchisees and 45 company owned service centres, the brand has built one of the most robust distribution and service networks in the country. This scale ensures that customers not only access Voltas products easily but also experience dependable after sales support wherever they live.

With strong penetration across Tier 2 and Tier 3 markets, Voltas has consistently taken advanced cooling solutions beyond metros, recognising that aspiration and need are not limited to large cities. The continued expansion of exclusive brand stores further strengthens this local connect, bringing intelligent and energy efficient cooling closer to Indian households.

Its joint venture, Voltas Beko, today stands as one of the fastest growing consumer durable brands in India, making strong inroads in the refrigerators and washing machine market. Driven by a strong portfolio of home appliances tailored to Indian usage patterns and evolving lifestyles, the brand is expanding rapidly across the organised retail landscape. With growing momentum across modern trade, general

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retail and e-commerce platforms, and a steadily strengthening network of retail partners, Voltas Beko has positioned itself as a formidable force in India rapidly evolving consumer durables market.

**About Voltas:**

Voltas Limited, founded in India in 1954 and part of the Tata Group, is a premier air conditioning and engineering solutions provider, projects specialist, and one of the leading players in the consumer durables category. Alongside its undisputed market leadership in Room Air Conditioners—with a footprint of over 30,000 touch points. Voltas has expanded into the home appliances segment through a wide range of innovative products under Voltbek Home Appliance Pvt Ltd. The Company's portfolio also includes Commercial Refrigeration, Air Coolers, Water Heaters, Fans, Water Dispensers, Water Coolers, and Commercial Air Conditioning products, offering comprehensive cooling and comfort solutions.

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