

Voltas Expands Its Retail Footprint with the Grand Opening of Its First COCO Store in Lucknow

Mumbai, 21st May 2026: Voltas Limited, India's No. 1 AC company from the house of Tata, today announced the inauguration of its Company-Owned and Company-Operated (COCO) store in Lucknow, marking a key milestone in the Company's retail expansion strategy.

The new store reflects Voltas' commitment to keeping pace with the growing aspirations of consumers in Lucknow, while deepening its presence with cutting-edge, reliable and energy-efficient offerings.

Strategically located in Unit 11 & 12, Upper Ground Floor, Crystal City Centre, Ratan Khand, Ashiyana, Lucknow, the new, state-of-the-art COCO store showcases a comprehensive range of products from Voltas and Voltas Beko, including Air Conditioners, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves and Dishwashers.

The COCO store has been designed to deliver a seamless and immersive experience for consumers. The COCO model enables complete ownership and operational control, allowing Voltas to deliver a consistent, high-quality and customer-centric retail experience while directly engaging with consumers and showcasing its full product portfolio.

The new store was inaugurated by Mr. Jayant Balan (Head - RAC Business), Mr. Jogesh Jaitly (Head - Sales), Mr. Nirpesh Agarwal (CEO, Voltas Beko). This launch marks Voltas' first COCO store in Lucknow, reinforcing the brand's commitment to delivering a world-class, end-to-end consumer experience across high-growth markets. Voltas is a leading brand across Uttar Pradesh, with a market share of over 24% in Lucknow Branch, and strong leadership across North Indian markets, reflecting deep consumer trust and a robust distribution and service ecosystem.

Commenting on the opening of the new COCO store, **Mr. Mukundan Menon, Managing Director, Voltas Limited**, said, *"We are excited to announce the opening of our 'Company Owned & Company Operated (COCO)' brand store in Lucknow, today. As a market leader, customer centricity has always been at the core of all our offerings. In line with this, we are inviting everyone to visit this visually appealing brand store to find out how tech-savvy cooling products and home appliances that can be utilized for adding comfort and convenience to your daily lives. This brand store has been introduced with an aim to offer unique experience to our consumers, and we are confident that it will be very well-received."*

Speaking on the launch, **Mr. Jayant Balan, Head - RAC Business**, Voltas Limited, said, *"Lucknow represents a high-potential growth market, driven by increasing preference for energy-efficient and technologically advanced cooling solutions. As India's No. 1 air*

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conditioning brand, the COCO format allows us to directly control the consumer experience, showcase our latest innovations and articulate the long-term value of high efficiency, smart technologies, and durable performance.

The launch of this store strengthens our retail footprint in the region and supports our strategy of building a scalable, high-quality distribution network. It enables deeper consumer engagement while ensuring a differentiated buying and ownership experience anchored in expert consultation, strong service infrastructure, and the trust associated with the Voltas brand.”

Aligned with its broader growth strategy, this launch reinforces Voltas’ commitment to expanding its offline presence nationwide, bringing greater accessibility, personalized engagement and service excellence to customers across Tier 1, Tier 2 and Tier 3 markets.

About Voltas Limited:

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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