

## **Voltas Beko unveils a new digital video "Kahan Gaya Mummy ka Sunday"**

~ The DVC is part of a larger campaign highlighting 'The Sunday Paradox' that moms face today ~

**DVC Links:** <https://www.youtube.com/watch?v=bDINwb9LRUo&feature=youtu.be>

**Mumbai, 28th November 2019:** Voltbek Home Appliances Private Limited (Voltbek) - a JV between India's No. 1 AC Brand, Voltas and Europe's leading free standing consumer durables player, Arçelik, has launched a new digital video commercial (DVC)- "**Kahan Gaya Mummy ka Sunday**". This DVC is a part of 'The Sunday Paradox', a larger campaign between Voltas Beko and Momspresso, a platform providing content for the multi-faceted mothers of today.

The digital video "Kahan Gaya Mummy ka Sunday" is based on the insights gained from an in-depth research conducted amongst mothers across India to understand their latent needs for personal time on weekends.

This video, conceptualized by Momspresso, is created as a thought starter- to compel the audience to think about a missing day of rest for the mother – irrespective of whether she is a stay-at-home-mum or a working professional. In a simple slice of life narrative, the film depicts a typical Sunday in the life of a mother wherein she is attending to one household chore after another, trying to get the routine stuff out of the way. The film goes on to depict a chance remark by her young daughter which jolts the father into sudden realization that indeed, his wife just doesn't get a break.

The collaboration also released a detailed survey called "The Sunday Paradox" which showed that **50%** moms across India state that Sundays are more stressful than weekdays due to household chores and preparations for the coming week while **43%** moms across the country said they do not get to wake up late on Sundays.

Speaking about the digital video and the running campaign, **Mr. Jayant Balan, CEO, VoltBek Home Appliances Limited**, said, *"Mothers across the country are working without a break, much harder than most others - in progressing their career, and in taking care of their homes and families. Our research shows that most mothers find Sundays far more stressful than weekdays. Voltas Beko is dedicated to make the lives of each 'mom' easier by offering technologically superior, easy to use, energy efficient home appliances, which have been specifically designed for Indian conditions. As part of the Tata Group, customer centricity remains the core of our proposition, and we remain committed to offering 'made for India products – Tested by Real Moms."*

**VOLTAS LIMITED**

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**Parul Ohri, Editor Momspresso and the Creative Producer of the film** added, *“Even with the best of intentions it is easy for family members to take the mother for granted, to enjoy YOUR perfect Sunday without realizing it comes at the cost of HER day of relaxation. Our quantitative research as well as our interactions with millions of mothers shows that while mums certainly miss their day of rest, they are so caught up in the natural busyness of a Sunday and doing something special for their families, that they do not even get the chance to give it a second thought. So through this film and a very relatable narrative, we would like to get people to start thinking about her - kahan gaya Mummy ka Sunday? We then leave viewers with a simple call to action - to make sure that Sundays are for everyone.”*

This year, Voltas Beko launched 31 SKUs of Refrigerators, 5 SKUs of Front Load Washing Machines, 12 SKUs of Top Load Washing Machines and 9 SKUs of Semi-Automatic Washing Machines along with 3 SKUs of Dishwashers and 9 SKUs of Convection Microwaves. The brand has positioned itself as ‘Partners of Everyday Happiness’ with the consumer benefit of ‘Nutrition, Preservation for Refrigerators and Cleaning Efficiency for Washing Machines’. The brand aims to provide its consumers with state of the art innovative products leveraging Voltas’ brand & distribution strength coupled with Arçelik’s global expertise in product development.

#### **About Voltas**

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 Air Conditioners, Air Coolers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; Voltas offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, electrification, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India with market share of close to 24.4%. It has also recently launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

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