

Voltas Beko launches its new range of Home Appliances in India

- Voltas, India's No. 1 AC Brand and Beko, Leading Appliances Brand in Europe partner to launch Refrigerators, Washing Machines, Dishwashers and Microwaves/Ovens

New Delhi, September 13th, 2018: Voltas Limited - A Tata Enterprise, India's No. 1 AC Brand and Arçelik, a leading player in home appliances industry (part of the Koç Group – Turkey's largest industrial and services conglomerate), made a thumping entry into the Indian consumer durables market today with the launch of their brand – **Voltas Beko**. The new company, Voltbek Home Appliances Private Limited (Voltbek), an equal partnership joint venture, has introduced a wide range of home appliances which include Refrigerators, Washing Machines, Microwaves/Ovens, and Dishwashers.

Voltbek plans to launch over 100 SKUs over the next 3 months including 44 SKUs of Refrigerators, 40 SKUs of Washing Machines, 12 SKUs of Microwaves/Ovens and 7 SKUs of Dishwashers. Voltas Beko 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.

Speaking on this occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, "We are delighted to announce the launch of the Voltas Beko Home Appliances range for all our valued customers. As a market leader in the AC category, Voltas has always placed customer centricity at the core of all its offerings. Voltas Beko has been built on the same principle aiming to provide best in class products as '**Partners of Everyday Happiness**'. In sync with the government's '**Make in India**' initiative, by FY'20 we will be manufacturing these products in the facility at Sanand, Gujarat. We are very happy to partner with Arçelik, whose core competencies complement ours and together we aim to make Voltas Beko the market leader in the white goods space too."

Mr. Hakan Bulgurlu, CEO, Arçelik, said: "We are extremely excited about this new venture between Beko

Voltas Beko range of appliances is **India's first** such series powered with unique technologies to suit consumer needs.

Refrigerators:

-) **StoreFresh+ Technology**, ensures 30 day freshness of fruits & vegetables.
-) **Neofrost Dual Cooling Technology**, maintains same temperature right from top to bottom of the crisper, ensuring no mixing of odors between compartments.
-) **Active Fresh Blue Light Technology**, simulates natural lighting conditions, keeps food fresh.
-) **Pro Smart Inverter Compressor**, all Voltas Beko Refrigerators work on Inverter Technology.

Washing Machine:

-) **Stain Expert function** helps remove 26 types of stains.
-) **Gentle Wave Technology**, helps fight dirt without damaging your clothes.
-) **Auto Dosing feature** determines exact liquid detergent amount & fabric softener.
-) **Air Therapy**, helps avoid humidity and prevents creasing.

Dishwashers:

-) **Aqua Intense Technology**, provides intense water pressure to clean heavily soiled pots and pans.
-) **Aqua Flex Technology**, efficient and gentle washing for all kinds of dishes.

Microwaves/Ovens:

-) **Auto Cooking**, helps to cook food with the touch of a button.
-) **Active Defrosting**, retains freshness and nutrition while defrosting your meals.

and Voltas. We strongly believe that Voltas' trusted brand equity coupled with Beko's innovative approach to product development is a recipe for success. With a vast population and significant economic growth prospects, India offers huge potential to support our continued plans for global expansion and we are thrilled to be entering the market with such a reputable partner."

Mr. Noel Tata, Chairman, Voltas Limited said, "This new venture allows us to offer a wide variety of globally renowned products in the Indian market. Arçelik is a market leader in Europe and is on the cutting edge of innovation in the consumer durable segment. Voltas has established its credentials as a market leader in the AC segment with wide distribution reach and has strong brand recall. Together, we hope the Voltas Beko products will become an integral part of every Indian household."

As per industry reports, the Consumer Durables market in India is slated to grow at 10–12 percent per annum. The white goods market is currently valued at Rs 43,000-crore (excl. ACs). During the last 10 years, the Indian Major Domestic Appliances market grew by nearly 9 percent (CAGR), surpassing the overall 3 percent growth of global white goods market.

About Voltas:

Voltas Limited is a premier air conditioning and engineering solutions provider and a Project 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, water management & treatment, cold chain solutions, building management systems, indoor air quality, textile machinery, and mining and construction equipment. 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 more than 23% (as per the latest published reports for FY19).

About Arçelik:

Founded in 1955, Arçelik has operations in the durable consumer goods industry with production, marketing and after-sales services, Arçelik offers products and services around the world with its 30,000 employees, 18 different production facilities in 7 countries (Turkey, Romania, Russia, China, South Africa, Thailand and Pakistan), its 33 sales and marketing offices in 32 countries all over the world and its 11 brands (Arçelik, Beko, Grundig, Blomberg, ElektraBregenz, Arctic, Leisure, Flavel, Defy, Dawlance and Altus) serving products and services in more than 145 countries.

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