

**Voltas launches new Brand Shop at Deoghar, Jharkhand**  
***The first brand shop in the city***

***Voltas and Voltas Beko, collectively showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the new Brand Shop***

**Deoghar, 15<sup>th</sup> October, 2019:** Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new Brand Shop – **Gayatri Enterprises** at Deoghar, Jharkhand and it is the 1<sup>st</sup> Brand Shop of the city.

The brand store features a well-designed and visually appealing **display of new range of Voltas and Voltas Beko' products, comprising Air Conditioners, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves and Dishwashers.** Conveniently located near the city centre, the new brand shop would enhance Voltas' brand experience and visibility.

The Brand Shop is being launched to meet the expectations of consumers from a growing city like Deoghar with technologically advanced products of Voltas and Voltas Beko.

Speaking on the occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "We are delighted to announce the launch of our brand shop, which will house the entire range of Voltas and Voltas Beko products. Customer centricity is at the core of all our offerings and Voltas Beko has been built on the same principles. Voltas is the **No.1 AC brand** with 25% Market Share, having a sizable lead over its nearest competitor. We aim to make Voltas Beko a market leader in the white goods space."

The overall Voltas 2019 AC product range includes **over 100 SKUs**, with 39 SKUs in Inverter ACs, 26 in Split ACs and 32 in Window ACs, besides Cassette and Tower ACs. The Company has also launched **39 new SKUs of its Voltas Fresh Air Coolers** with Smart Humidity Controller, under various sub-categories such as Personal, Window, Tower and Desert Air Coolers. The Company also strengthened its overall portfolio by introducing **43 SKUs of Commercial Refrigeration** products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer. The Company has launched **25 SKUs of Water Dispensers**, and **22 new SKUs of Water Coolers.**

Through its new Home Appliances brand, **Voltas Beko**, the Company has launched **31 SKUs of Refrigerators** including a bottom mounted refrigerator series, and a new handle design, with new floral pattern. Voltas Beko launched **5 SKUs of Front Load Washing Machines** with AutoDose Technology, **12 SKUs of Top Load Washing Machines** with Dual Power Rain feature and **9 SKUs of Semi-Automatic Washing Machines**, with Toughened Glass and Soft Fall feature. The brand also launched **3 SKUs of Dishwashers** and **9 SKUs of Convection Microwaves.**

**VOLTAS LIMITED**

Corporate Communications Department

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**About Voltas Limited**

Voltas is India's largest air conditioning company and one of the world's premier engineering solutions provider and 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 Projects business operates both within the country - Domestic Projects Group (DPG) and overseas - International Operations Business Group (IOBG). In DPG, Voltas executes projects as MEP operators in the areas of infrastructure and built environment, including metros, stations, airports, malls, hotels, hospitals, educational institutions; and as the last mile contractor in rural electrification and providing water management solutions. In IOBG, Voltas is the preferred MEP service provider in the countries within which the brand operates. The Engineering Products and Services business has carved its niche in the Textile Machinery and Mining & Construction Equipment segments. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in the room air conditioning space, with market share of approx. 25.4% (as per the latest published reports for August '19). Voltas has always been in the forefront of providing smart and innovative cooling solutions.

**For more information, please contact:**

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