

Voltas launches new Brand Shop at Dhule, Maharashtra
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

Dhule, 13th March, 2020: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new Brand Shop – **Kayvee Enterprises** at Dhule, Maharashtra. It is the first Voltas Brand Shop in 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, Air Purifiers, Refrigerators, Washing Machines, Microwaves and Dishwashers.** Conveniently located in the premium electronic hub of the city, 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 Dhule with technologically advanced products of Voltas and Voltas Beko.

The overall Voltas 2020 AC product range includes **over 88 SKUs**, with 54 SKUs in Inverter ACs, 20 in Split ACs and 14 in Window ACs, besides Cassette and Tower ACs. The Company has also launched **30 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 **60 SKUs of Commercial Refrigeration** products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer. The Company has launched **17 SKUs of Water Dispensers**, and **30 new SKUs of Water Coolers.**

Through its new Home Appliances brand, **Voltas Beko**, the Company has launched multiple **SKUs in Refrigerators, Washing Machines, Microwaves and Dishwashers**

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. Voltas has always been in the forefront of providing smart and innovative cooling solutions. It has also recently launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Acrelik of Turkey.

For more information, please contact:

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