

Voltas launches new Brand Shop at Gajuwaka, Visakhapatnam.

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

Visakhapatnam, 16th August, 2019: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new Brand Shop – **M/s Raghavendra Shoppee** at Gajuwaka, Visakhapatnam today.

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 commercial hub of the town, 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 Visakhapatnam 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. These brand shops will continue to provide our esteemed customers technologically advanced, relevant and environment friendly products at attractive prices. Voltas is the **No.1 AC brand** with over 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 Voltas 2019 AC product range includes over 100 SKUs, with 46 SKUs in Inverter ACs, besides Cassette and Tower ACs. This year, the Company has also launched India's first *Adjustable Inverter AC* range, which comes with the unique value proposition of 'Flexible Air Conditioning', besides a unique range of Wi-Fi enabled ACs which can be voice controlled through Alexa. In the Voltas Fresh Air Coolers range, the Company has launched 39 new SKUs with unique features like Smart Humidity Controller under various sub-categories such as Personal, Window, Tower and Desert Air Coolers.

Its new Joint Venture (JV) Home Appliances brand, Voltas Beko, has launched over 61 SKUs of Refrigerators including Frost Free, Bottom Mounted and Side by Side refrigerators which are equipped with StoreFresh+ technology. The JV has also launched 14 SKUs of Front Load Washing Machines with AutoDose and AirTherapy technologies, 12 SKUs of Top Load Washing Machines with Dual Power Rain feature and 31 SKUs of Semi-Automatic Washing Machines with Double Water Fall and FastDry as well as premium Toughened Glass and Soft Fall features. The brand also launched 4 SKUs of Dishwashers with AqualIntense and CornerIntense technologies and 9 SKUs of Microwaves.

VOLTAS LIMITED

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About Voltas Limited

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, 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 over 25% (as per the latest published reports for June 2019). 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.

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