

50% Indian Moms feel Sundays are more stressful than weekdays, according to Voltas Beko Survey

Voltas Beko and Momspresso partner to understand 'The Sunday Paradox' that Indian moms face

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, today released findings from The Sunday Paradox Survey. Aiming to provide a deeper understanding about the preferences and behaviors of Indian mothers, the survey highlights the disparity between expectations vs. reality of Sundays for mothers.

Conducted online by Voltas Beko in association with Momspresso, The Sunday Paradox Survey assessed SEC A and B moms in the age group of 25 to 55 years. The nationwide survey targeted working mothers as well as homemakers, across Ahmedabad, Bangalore, Chandigarh, Chennai, Cochin, Delhi NCR, Guwahati, Hyderabad, Jaipur, Jamshedpur, Kolkata, Lucknow and Mumbai.

According to the survey, **50%** moms across India say Sundays are more stressful than weekdays due to household chores and preparations for the coming week, resulting in less of "me time". While more than **33%** of moms said they wake up at the same time on Sundays as they do on weekdays (between 6 to 7 A.M), **43%** moms across the country said they do not get to wake up late on Sundays. About **40%** moms said their day gets over at the same time on weekdays as well as Sundays (between 11 P.M. to 12 A.M), while only **4%** of moms all over India said they go out for lunch/ dinner with their husband or friends on Sundays.

On an average, moms across India said they are spending between **2 to 3 hours** on Sundays helping their children with homework. When it comes to travelling, **30%** moms said they go out for weekend getaways once a year or less than that, while only **3%** of moms said they go out for weekend getaways with their friends at least once in six months.

Commenting on the survey findings, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, *"Belonging to the house of Tata's, we have always placed customer centricity at the heart of all our offerings. We understand that a relaxed Sunday is a reality for almost everyone - except for mothers. To understand this dilemma and help moms get their Sundays back, we partnered with Momspresso to come up with The Sunday Paradox Survey. The survey has shown that 50% of mothers feel Sundays are more stressful than weekdays. Taking a cue from this study, Voltas Beko- a brand that has been trusted by moms all along commits to taking the lead in product innovation and development that aids a better and more relaxed lifestyle for mothers in India".*

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.

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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