

Voltas Beko Launches ‘No More Ziddi Monsoons’ Campaign Tackling Stubborn Laundry Woes during the Rainy Season

The DVCs showcases advanced features to combat monsoon-related laundry challenges with a touch of regional flavour

Video 1: <https://youtu.be/YfhRSpReKpY>

Video 2: https://youtu.be/1QL5VMIJ_m4

Video 3: <https://youtu.be/kSusvjWKtPU>

Mumbai, 1 August, 2024: Voltbek Home Appliances Pvt Ltd, a JV between India's No.1 AC Brand, Voltas and Europe's free-standing consumer durables player, Arçelik, has launched a campaign that uniquely captures everyday monsoon struggles through relatable and heartwarming moments. The 'No More Ziddi Monsoons' campaign features three digital video commercials (DVCs) that highlights advanced features of Voltas Beko's washing machines like **Hygiene+**, **Steam Wash**, and **Monsoon Dry**. These DVCs feature simple, everyday scenarios and how the Voltas Beko washing machines help to effectively tackle common laundry challenges with its superior features, ensuring that families enjoy cleaner, fresher clothes despite the humid and rainy weather.

The first video in the series focuses on the **Hygiene+ feature**, which **removes allergens, pollens, bacteria, and fungi from clothes**, ensuring a healthier living environment. The video portrays a playful banter between a homeowner and her house help highlighting the stubborn germs that are effortlessly tackled by the **Hygiene+** technology. The second video highlights the **SteamWash feature**, which **uses steam for better cleaning and less creasing**. The storyline follows a relatable scenario of a woman negotiating with an taxi driver in the rain, bringing to life the stubborn stains that can be as unyielding as the rainy weather. The third and final video introduces the **Monsoon Dry feature**, which **uses air power to dry clothes in under 30 minutes**. These ad films capture a moment between a couple during a virtual meeting, highlighting the shared challenges of drying clothes indoors during the monsoon. While these 3 films establish the context of #NoMoreZiddiMonsoons, we are taking this campaign ahead in the form of an engaging contest where 5 lucky winners get to win a Voltas Beko washing machine and get to bid farewell to stubborn monsoons.

Speaking on the campaign, **Mr. Prasenjit Basu, Head of Marketing, Voltas Beko** said "At Voltas Beko, we understand the everyday challenges our customers face, especially during the monsoon season. Our goal is to provide practical solutions that make life easier and more convenient while bringing warmth and joy into their homes. By pairing everyday 'ziddi' situations with the innovative features of our washing machines, we wanted to illustrate that while one cannot control every stubborn aspect of life, they can certainly take charge of their laundry."

He adds, "We wanted to create a warm, humorous connection with our audience, resonating with their daily experiences and turning the routine task of laundry into a pleasant and stress-free experience."

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Each DVC incorporates local aspects and situations relatable to different Indian audiences. Picking up varies cultural nuances from across the country, the videos resonate with viewers while addressing common monsoon laundry pain points.

About Voltas Beko:

Voltbek Home Appliances Private Limited (Voltas Beko) is an equal partnership joint venture between India's leading Air Conditioner Company, Voltas Limited, and one of Europe's largest household appliances manufacturer, Arçelik. The brand 'Voltas Beko' was launched in September 2018. Their portfolio of products includes Refrigerators, Washing Machines, Microwaves/Ovens and Dishwashers. The brand offers its consumers state-of-the-art innovative products and leverages Voltas' brand & distribution strength and Arçelik's global expertise in product development. Voltas Beko has been consistently increasing its footprint in the Indian home appliances segment and has currently over 7000 consumer touchpoints.

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