

20<sup>th</sup> May, 2019

BSE Limited  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

National Stock Exchange of India Limited  
Listing Department  
Exchange Plaza  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400 051

Dear Sir,


Re: Press Release

We are enclosing herewith for your information, copy of the Press Release titled 'Voltas launches its new Brand Shop in Asansol, West Bengal', which is being released for publication.

Thanking you,

Yours faithfully,

**VOLTAS LIMITED**



(V. P. MALHOTRA)  
Vice President - Taxation,  
Legal & Company Secretary

Enc.

**VOLTAS LIMITED**

Corporate Management Office

Registered Office Voltas House 'A' Dr Babasaheb Ambedkar Road Chinchpokli Mumbai 400 033

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Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

## **Voltas launches its new Brand Shop in Asansol, West Bengal**

***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***

**Asansol, 20<sup>th</sup> May 2019:** Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its new Brand Shop – **M/s Mass Marketing**, at Sentrum Mall, Asansol.

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 in the heart of Asansol, 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 Asansol with technologically advanced products of Voltas and Voltas Beko.

Launching the new range of Air Conditioners, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, *"Having already built a strong equity in the savings and comfort space, we want to take our product offerings to the next level of convenience. Our new range of Adjustable Inverter ACs, compliments the consumer's need for convenience, along with savings. With this launch, we have further enhanced the technology quotient in our products, to exceed customer expectations."*

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 Rinse 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 is the **No.1 AC brand** with around 24% Market Share at an All India level, and having a sizable lead over its nearest competitor. Voltas is also the market leader in East, including West Bengal with over 28% market share, as per latest third party retail audit report.

**VOLTAS LIMITED**

Corporate Communications Department

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Corporate Identity Number: L29308MH1954PLC009371

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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 around 24% (as per the latest published reports for FY19).

**For more information, please contact:**

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