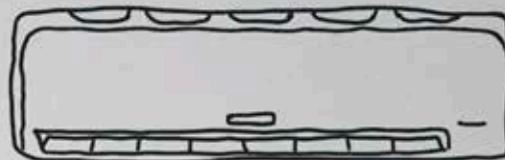


Volume LV 2 2019-20

# REIMAGINING **TOMORROW**



## IN THIS ISSUE

Summer campaign  
Women's day celebrations  
Sanand factory inauguration  
Acrex 2020  
Last Plastic Bottle campaign

# NOTES FROM THE EDITORIAL TEAM

**Welcome to the first issue of the new decade!**

Voltas is reimagining the future by innovating on technology, products and solutions that promise a brighter tomorrow. Today, as we walk down the 'Make in India' path with a momentum stronger than ever before, the possibilities that await us are endless.

Be it with our world class consumer products, our large scale rural electrification projects or our focus on infrastructure and road building; the commitment to nation-building is a tenet Voltas lives by.

We have been strengthening the pillars of progress in the country; emphasizing innovation, enhancing skill development and encouraging local employment opportunities. Towards this end, we have been slowly and steadily setting up manufacturing units all over the country. Read about the newest two in this issue's feature article.

Progress is also possible when we embrace diversity. At Voltas, we have believed in diversity and inclusion from our very inception. Women's day was celebrated across locations last month marking the vital role that women play in our organization. We are thrilled to

share an article by Mr. Narendren Nair, our Chief Human Resource Officer, on how women should take charge to further their career aspirations. Also, do read the interview with Mrs. Kashmira Mewawala, Head – Business Development & Chief Ethics Counselor, TATA CAPITAL, who reveals what it takes to be a successful professional and realize your career aspirations. In the same vein, our Lead section also talks about a campaign that aims to change an age old mind-set in this country.

For a while now, the company has shown its commitment to a greener existence. A laudable initiative is the Last Plastic Bottle Campaign, which, we are proud to say, has been a very successful one!

Last but not the least, as the situation around the world continues to worsen owing to Covid-19, we urge each one of you to adhere to all the safety measures and precautions advised. Together, we can and will emerge stronger out of this crisis.

Looking forward to your feedback on this issue.

Warmly,  
Team Corporate Communications



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## 04 FEATURE

Make in India. By focusing on the Indian consumer and his requirements, and setting up the infrastructure to deliver it efficiently, Voltas proves it stands by this concept with total conviction. Read about the latest two manufacturing facilities and how they are not just building the brand, but the nation as well!

## 08 LEAD

It's 'Women All the Way' this issue! A motivating message from the CHRO; an in-depth interview with a trailblazer from TATA CAPITAL who broke the glass ceiling years ago; an ad campaign that attempts to realign the balance...And, of course, the other concern the company holds dear – the environment. Read how Voltas strives to take 'sustainable' to newer heights, in their premises, with their products and in their projects!

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Smita Basu Roy - Editor

Arun Kawade - Content Coordinator

We gratefully acknowledge the support received from our team of correspondents across the company.

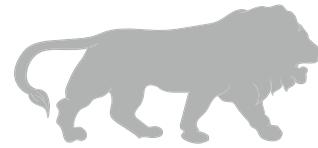
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# MADE IN INDIA MADE FOR INDIA!



Over a hundred years ago, when India was still in the clutches of colonization, one far sighted individual strove to think big. He dreamed of achieving much; setting up an iron and steel company, a unique hotel, a world-class learning institution and a hydro-electric plant.

This pioneer was none other than Jamshetji Nusserwanji Tata. Such was his drive and determination, that soon the Tata Group was founded. In 1919, a British Viceroy rechristened a

small hamlet called Sakchi as Jamshedpur, after him. Thus came into existence the first well-planned industrial city, which played a leading role in the march of development of the country. Today, a hundred years and over 100 companies later, the company is still invested in India, doing much to push the country, to make it at par with the best in the world. Indeed, if there is any company that is focused on 'Make in India', it is this, India's biggest conglomerate!

## Voltas: Working towards this Vision, too!

Voltas, one of the top ten companies within the Tata Group, has always diligently walked this path, as well. In the past 65 years, it has constantly aimed at giving the Indian consumer the best, striding higher with each step. The focus has always been on quality and innovation. Voltas has worked on the premise that the Indian consumer has specific needs. And giving them a superior product or service will not only help the company grow bigger and better, but will contribute to nation building, too. With this in mind, it has been steadily setting up world class manufacturing facilities of its own.

Voltas has widened its manufacturing capabilities with two large greenfield facilities in Waghdia and Sanand, Gujarat; both sites selected for the State's well developed industrial belt and the government's support that leads to 'ease of doing business'.





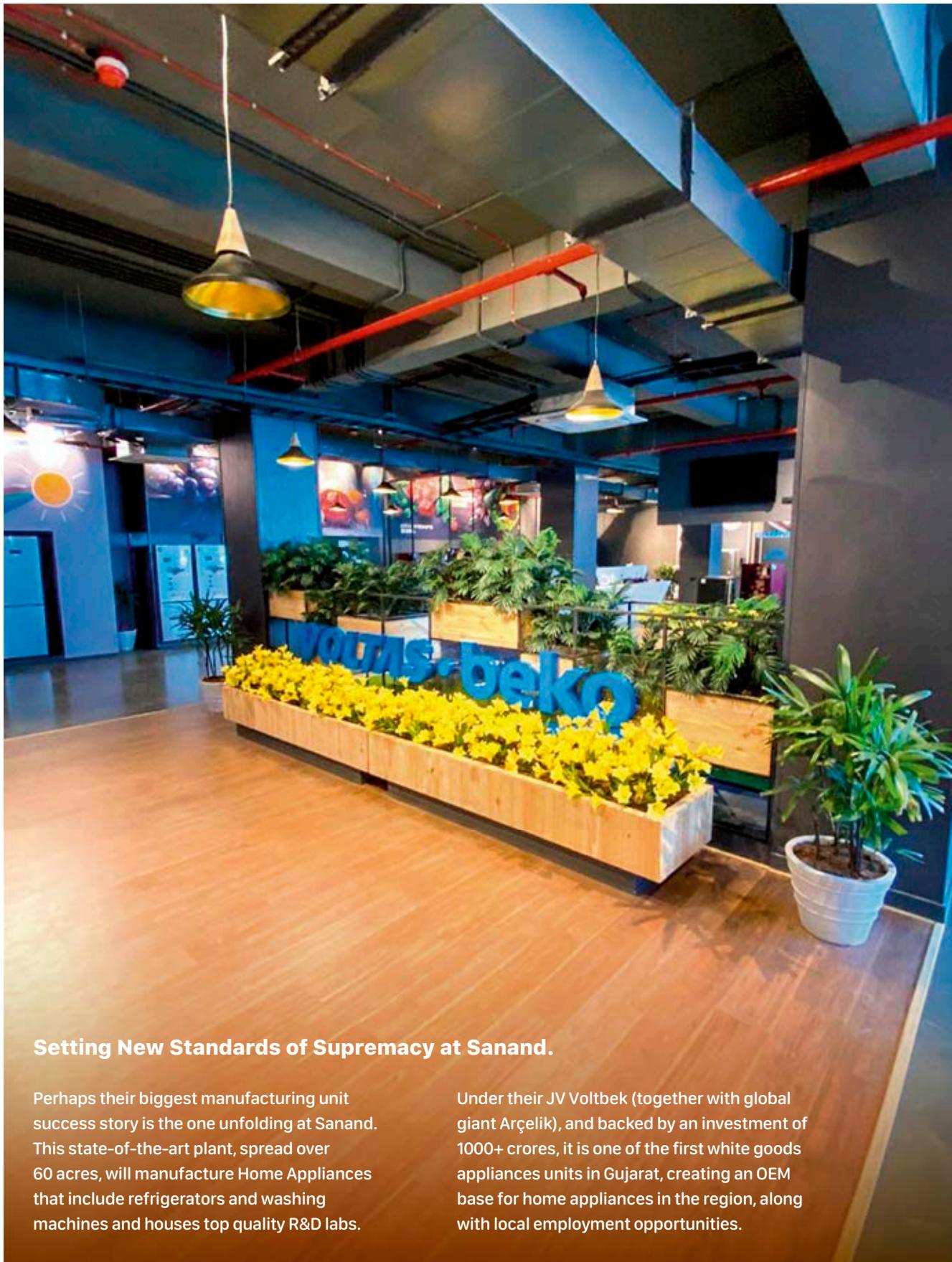
## Building a brand and a community at Waghodia.

In the latter part of last year, Voltas announced commencement of operations at their plant in Waghodia. This 32-acre site will manufacture a wide range of HVAC&R equipment, ranging between 2TR

and 2000TR meant for Commercial Buildings, Public & Industrial Infrastructure. It also houses superior Psychometric laboratories and AHRI certified testing beds for Chillers. Situated close to Vadodara, it will tap the existing market for specialty components, contributing to the economic prosperity of the region and promote local employment opportunities as well.



CMG's visit to Waghodia factory



### Setting New Standards of Supremacy at Sanand.

Perhaps their biggest manufacturing unit success story is the one unfolding at Sanand. This state-of-the-art plant, spread over 60 acres, will manufacture Home Appliances that include refrigerators and washing machines and houses top quality R&D labs.

Under their JV Voltbek (together with global giant Arçelik), and backed by an investment of 1000+ crores, it is one of the first white goods appliances units in Gujarat, creating an OEM base for home appliances in the region, along with local employment opportunities.

## Global expertise; India-centric focus.

The new facility was inaugurated on the 30th of January this year. In a few months, in keeping with its 'Make in India' thrust, it will start rolling out state-of-the-art products specifically catering to the Indian market. With this new plant, Voltas Beko will also add Direct Cool Refrigerators to their portfolio of kitchen appliances, which research reveals most Indian consumers prefer, and also forms 80% of the refrigerator market!

So the company will not only increase its product portfolio, but will prove, yet again, how much the Indian consumer is at the forefront of what the company does. Local manufacturing will also make products more cost-effective – another plus for sure!

In the wings are many such innovative products, focusing on the needs of the Indian market. Combined with Voltas' strong brand image and superior distribution capabilities, it will smoothly see the facility reach its annual production capacity of 2.5 million units by 2025.

## Getting future ready now.

**With the Sanand factory now operational, the company aims to broaden its consumer reach and strengthen its presence and performance.**

**Voltas Beko aims to garner more than 10% of the relevant appliances market by 2025!**

Plaque unveiling by  
Mr. Levent Çakiroğlu  
and Mr. Noel Tata



Tree plantation at Sanand factory



Sanand factory

## TAKING CHARGE OF YOUR CAREER

**Progress is usually found outside your comfort zone! This is clearly what Narendren Nair, EVP and CHRO, Voltas Limited feels, as he shares his thoughts on this Women's Day, where he urges women to take ownership, take risks and be resilient...**

In a marketplace defined by complexity, disruption and change, today's most successful enterprises are those that bring diverse perspectives and experiences to each new challenge. While it is the organization's responsibility to provide the right development opportunities and platform for women, it is equally each woman's responsibility to help herself and other women.

Here I outline three critical facets for building a strong career: Take ownership of your career path. Decide what your career should look like, and be specific and focused. This requires being clear about your true motivations, wants and needs. Be a student of business - meaning, understand it from all angles. You need technical and business acumen to be successful in a role. Read to understand more about the position than just what your job requires. Also, it is really important to meet and exceed all of the expectations in your role. Make your aspirations known, ask for feedback, be open to feedback, and do something with that feedback. Work on getting the skills you need to

achieve that position and don't hesitate to ask for support. Be risk-taking. According to the latest Women's Leadership Study from KPMG, seven in ten women are open to taking small risks to further their career, but far fewer are open to taking the bigger risks associated with career advancement. "Nothing ventured, nothing gained". We all know this, but fear of failure can sometimes prevent us from taking that critical next step. So, work on your mindset. Get comfortable with the idea of failure and develop strategies to build credibility so a failure won't derail you. Think like an athlete: they face failure every day but quickly learn to recover and move on. Remember: the more risks you successfully

Narendren Nair, EVP and CHRO, Voltas Limited



navigate, the more confident you'll become, and the more risks you'll be willing to take. It's a virtuous cycle. It is important to take smart risks and step outside your comfort zone if you want to progress your career. Get involved in projects in areas that are new to you, pitch new ideas and see them through to completion. Finally, be resilient. Work with a mentor or leader you trust to identify your professional goals, work hard to build your capability for it, step up to new challenges and never give up. Here is an excerpt from KPMG's Women's Leadership Study that lists out actions and behaviors that working women in the age group of 25-64 believe will drive success at work:-

## WHAT PERSONAL ACTIONS AND BEHAVIORS WORKING WOMEN BELIEVE WILL DRIVE THEIR CAREERS FORWARD : **WORKING WOMEN 25-64**

**75%**

Be confident in  
your capabilities

**67%**

Be confident to ask for  
what you deserve

**62%**

Don't let your gender  
limit your view of what  
you can accomplish

**61%**

Don't let your gender define  
your future opportunities

**61%**

Own your success

**54%**

Make gender  
a non-issue  
in the workplace

**49%**

Know you are  
meant to have a  
seat at the table

**49%**

Take risks

**2%**

Other



In a world where the attributes of the most effective leaders include the ability to generate collaboration, effective communication and respect, it seems only logical that the path to leadership should be characterized by the same qualities. Feel free to reach out to me or my team if you would like to have a detailed discussion on shaping your career path and the support and development that you need.

# EVERY GOAL IS ACHIEVABLE



Mrs. Kashmira Mewawala is a true role model. In the last 34 years in the Financial Services industry, she has held key roles across the TATA group and beyond. Kashmira has been the Chairperson of TATA Capital Committee for Prevention of Sexual Harassment, Chairman of CII, Maharashtra State Council and is currently the Head of Business and Chief Ethics Counselor at Tata Capital. Having donned multiple hats through her very successful career, she has been recognized and lauded on several platforms. She has received the "Women Leadership Achievement Award" from the World Women Leadership Congress & Awards (India) in 2015.

A Women's Day Special issue would be incomplete without an interview with a strong and dynamic leader and bring you just that!

## Tell us about your growth drivers- secret to your success

My school teachers constantly exhorted us never to underestimate ourselves and said - everything is possible. My parents drilled in me to be honest and truthful about everything – and from the day I started working in 1985, the messages from the Group were the same.

Throughout my career when an assignment came my way or a problem cropped up – I rarely harbored the thought that I would not be able to successfully complete it. The mantra was “every goal is achievable and every problem has a right solution”.

I'd ascertain the “why” then deal with the “how”. Once you find the purpose – means follows. The question usually is – how can I get this done... by myself... with the help of others, what are the constraints, plan the actions, review the resource and then execute. While doing so, be open to alternative perspectives. As my career progressed and I led teams, I diligently followed some rules:

- View the larger picture – find the main purpose – and align your team to the same
- Make the team know that he/she is a vital contributor to the goal
- Aim for perfection and deliver as promised - this helps to build trust and confidence within the team and with other stakeholders
- Everyone is fighting some battle quietly – be kind, be respectful – this is often the differentiator
- Build strong, happy relationships from your early days
- Live your values

## According to you, what role does diversity play in business performance?

Through my growing up years in the Group – I did not hear of formal discussions around “gender” or “diversity” or “women empowerment”, “role models” or “mentors” – it just happened and happened consistently. You were respected at all times. Celebrated when you did something great, corrected if you erred, motivated

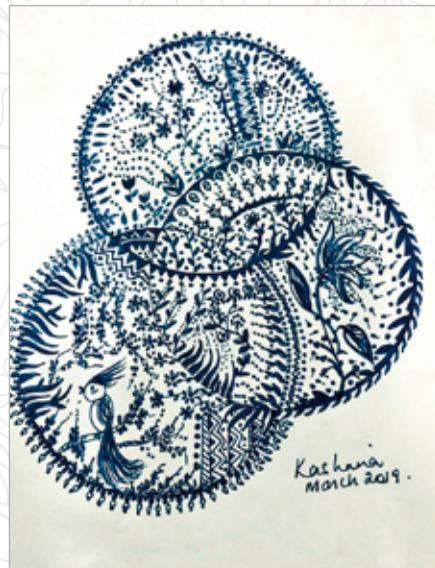
and advised appropriately by Seniors, got assigned roles and tough assignments as was the need of the hour – and all in a manner which made you feel respected, privileged and enjoyed.

Today there is formal recognition, which has now evolved into a “movement”, that gender diversity at the workplace makes better business sense. Women bring diverse and in my view, also more empathetic perspectives to the workplace. They improve corporate reputation. Statistics tell us that gender diverse teams deliver better financial results. That alone is sufficient rationale for every business to seriously encourage women’s participation. Corporates are conscious to the fact that it’s a necessity to have more women in the workplace – to encourage more women to enter, to retain them in a fair manner, to have women-friendly policies which help during their life cycle changes, to ensure a conducive and safe working environment. Many “women-friendly policies” are being converted to gender neutral policies making the workplace a better and fairer place. Global investors, business partners and responsible corporates, as part of their due

diligence process check the gender diversity ratios before moving ahead.

### **Your perspective on Women's role in nation building**

The rewards of gender balanced development are plentiful at national level. It is a fact that women and girls are one of the world's biggest unharvested resources and a terrific return on investment. Educated and employed women look after families better, can contribute a different, valuable perspective to corporate policy and can make nations progressive. Women themselves feel better and contribute more, when they are empowered. The ability to get a job or run a business and the opportunity, encouragement that society provides for women to do the same leading to financial empowerment – is the game changer – and a big step towards gender parity. A McKinsey Global report mentions by advancing women's equality, \$12 trillion can be added to global GDP by 2025. So while it's a pressing moral and social issue its also has huge global economic consequences.



Art is both a hobby and a passion for Kashmira

# STRIKING A MAHA BALANCE!

Once upon a time, Air Conditioners faced multiple performance challenges during the summer months in India...Stifling heat outside, overcrowded rooms inside, and the strain of staying cool. Not an enviable position at all! And then, Voltas, in its true innovative style, provided the perfect solution...

A **TATA** Product

**VOLTAS**

MULTI MODE ADJUSTABLE AC

NOT JUST ADJUSTABLE,  
IT'S **MAHA** ADJUSTABLE.

10% CASH BACK\*, EASY EMI FINANCE OFFER\*, 5 YEAR COMPREHENSIVE WARRANTY\*\*, LIFETIME INVERTER COMPRESSOR WARRANTY, SUPERDRY, INSTANT COOLING, 100% COPPER\*\*

This summer, bring home the all-new Voltas Maha Adjustable Inverter AC. Its unique Multi Adjustable Mode\* allows you to operate your AC in different tonnage modes, depending on the ambient temperature or number of people in the room. This ensures that you stay comfortable, and also save on power consumption. What else, you get a Lifetime Inverter Compressor Warranty, and a 5 Year Comprehensive Warranty on ACs. Also, enjoy an exciting 10% Cashback through select debit cards and credit cards, on EMI.

**VOLTAS** *maha* **ADJUSTABLE**™  
INVERTER AC

Small houses, big get-togethers. Nothing like families and friends gathering to watch a match, celebrating special occasions, or simply socializing at home, with family and friends. India is, and always has been, a very social nation, with strong family bonding. Voltas took this premise, and built their latest offering based on this consumer insight.

## Constant Innovation, Consolidated Position

Leading the market in the Room Air Conditioner segment for nearly a decade now, Voltas has always capitalized on its state-of-the-art and strong distribution network, to offer its consumers, state of the art and technology led products, at an affordable price. Voltas consumers have hence always experienced comfort & convenience with innovations like the Star Rated AC, All-weather AC, Wi fi AC, and the Adjustable Inverter AC, introduced last year; all before competition could.

The industry too celebrates the brand's focus towards innovation and its consumers - TRA, India's foremost data insights company crowned Voltas as India's 'Most Desired Brand' in the Air Conditioner category in a report published by them for 2020!



### Maha Product. Major Savings

This summer, augmenting our product portfolio yet again, Voltas have launched the new **Voltas Maha Adjustable Inverter AC**, an AC that runs at multiple cooling capacities for the different cooling needs of the user. This allows the user to smoothly switch within multiple tonnage options, depending on the ambient heat or number of people in the room. 'Flexible Air Conditioning', that assures them optimization of running cost.

With this launch, the total offering in the new model-mix of Voltas ACs includes over 52 SKUs in Inverter ACs, 21 in Split ACs and 14 in Window ACs, besides Cassette and Tower ACs. Along with this, Voltas has also launched 10 SKUs in its popular Adjustable AC range, giving customers a wide range to choose from.

Driving home the main brand promise of flexibility, convenience and savings, a strong and highly visible campaign across all media has been planned. The TVC has the father-son duo in the midst of preparations for a large and fluctuating family gathering, adroitly bringing out the highlights of the product, with its gentle humour.

To further push the overall offering, Voltas has extended exciting consumer promotional offers this summer, that are sure to notch up sales as well!

Similarly, the company has also launched a TVC for its new range of Air Coolers, with an emotive hook of owning up the goodness of summers; and focusing on features such as Smart Humidity Controller and Turbo Air Throw, designed and developed to cool in different kinds of heat. The Cooler just got cooler!

### Big Brand. Better Offering

In a special scheme for consumers in Delhi, Voltas and Tata Power Delhi Distribution Limited (TPDDL) joined hands last month to offer upto 50% discount on purchase of Voltas 5-star rated ACs!

The scheme applies to both split and window ACs, and it comes with a 5-year Comprehensive Warranty and 10-year Inverter Compressor Warranty as well. Targeted at households, as the domestic sector accounts for almost 50% of energy consumption in the metropolis (a chief component of which is AC power consumption), the partnership is in line with the Tata Group's and Voltas' energy conversation drive. Apart from the discount, consumers also enjoy the bonus of much lower electricity bills annually!

### Designing Perfection. Delivering Satisfaction

Early response to the campaign seems promising. For Voltas, as usual, has got it just right – with sharp value propositions, clutter breaking execution, and strong consumer offers. We hope that the summer ushers in a new phase of hygiene & safety in India.



Mega Air Cooler



Jetmax Air Cooler



# THINK SUS-AINABLE; ACT RESPONSIBLE!

Volta has always prided itself on being a corporate that goes beyond mere business. Whether it is being an equal employer, leading green projects and community development or adopting affirmative actions, the company strives to make a difference; setting an example and leading from the front. With our most recent initiative to ban single use plastic from all our facilities across the globe, we have done so once again.....With the Last Plastic Bottle Campaign, we took this resolve further.



## **Conscience over convenience.**

Taking into account the harmful effects plastic bottles have on the environment, and estimating that within the company as many as 11,000 single-use plastic bottles of water were getting consumed every month, we had to take a step to change this. We rolled out a thought provoking and engaging campaign called the 'Last Plastic Bottle Campaign' with the objective to not just eradicate the use of single use plastic bottles in our offices but also to make each of our employees ambassadors of this change!

Employees were educated on the toxic effect these bottles had, not only on the environment, but on one's health as well. We wanted all Voltasites to be agents of this change, thereby building a better tomorrow for not just us but generations to come.

## **Build up to a movement.**

It was enthralling to see Voltasites adopt to this change. The initiative was announced with a few teasers in the form of launch mailers and screen savers

that sent out hard-hitting messages on the hazardous impact of these bottles on an individual, yet, urged the tag line, 'change is easy'. A different message went out daily, creating an intrigue among employees.

A week later, the resolution to do away with all single use plastics from our facilities was announced by EVP and CHRO, Voltas Limited, Mr. Narendren Nair. Mr. Nair spoke in detail about what the company envisaged with this campaign, exhorting employees to show their support by taking the pledge and sharing a digital badge of the same as their WhatsApp profile picture. In gratitude for showing support towards this initiative, Voltasites were presented digital certificates.

## **'No' to plastic; 'yes' to sustainability.**

The campaign was a resounding success! Post the promotion single bottle use has reduced drastically. Employees have been making a concerted effort to switch to glass or reusable bottles. For when it comes to sustainability, Voltas leads from the front!



*Employees moving to a no plastic bottle lifestyle*

# MAKING SUNDAY FUNDAY AGAIN!

A popular meme doing the rounds every mother's day states, 'I'm a mom; what's your super power?' This succinct statement sums it up superbly, doesn't it? Indeed, a mother does many jobs, and often, does them all together! And who would understand this better than Voltas Beko - the brand that is not just trusted by moms, but even put their products through a 'mom test' before launching them in the market?

## A survey and an eye-opener

Recently, the company conducted an online survey, in association with Momspresso, a platform providing content for the multi-faceted mothers of today.

Titled 'The Sunday Paradox', the nationwide study interviewed a cross-section of mothers – both working and housemakers – in over 14 towns and cities across India. The results showed that mothers of all age groups felt that Sunday – considered a day of 'rest' – was perceived to be anything but that by them!



**50% moms** found Sundays more stressful due to household chores and preparations for the coming week

**43%** of them said they do not get to wake up late on Sundays (in fact 33% woke up at the same time as weekdays)



**Only 4%** said they go out with their husband/friends for lunch dinner

## See, think, act

Based on the insights gained from this survey, and determined to change an ages old mind-set, the company created a new digital video commercial "Kahan Gaya Mummy ka Sunday". In a sweet, very relatable manner it compels the viewer to introspect, and make the change within their households, too.



Explaining the concept behind the campaign, Mr. Jayant Balan, CEO, VoltBek Home Appliances Ltd, said, "Mothers across the country are working without a break, much harder than most others – in progressing their careers, and in taking care of their homes and families. Our research shows that most mothers find Sundays far more stressful than weekdays. Voltas Beko is dedicated to make the lives of each 'mom' easier by offering technologically superior, easy to use, energy efficient home appliances, which have been specifically designed for Indian conditions. As part of the Tata Group, customer centricity remains the core of our proposition, and we remain committed to offering 'made for India' products – Tested by Real Moms."

## Happy Days get a Helping Hand

With Voltas Beko's new range of Refrigerators, Washing Machines and Microwaves and Dishwashers being launched in the market last year, these moms can be assured of help in an advanced, smoothly-functioning way...which is why these products are 'Partners of Everyday Happiness'!



# PRESERVING THE PLANET – IN A **GREENER, CLEANER WAY!**



The word that is going to drive this decade is, without a doubt, 'sustainability'.

As environmental concerns loom larger around the globe, more and more Government and subsequently industries are leaning towards greener options in every sphere. But long before the world started talking about greener solutions, Voltas committed itself to a greener and efficient future.

Be it the unitary cooling products division, that includes everything in air cooling, smart home

appliances from Voltbek, the international business division that handles large turnkey projects, or the Domestic operations that takes on HVAC, water treatment and rural electrification, all our businesses have their roots in green innovation. This is apparent even within the group's Engineering Products and Services section. The company has always sought to drive value through smart engineering, with a strong focus on sustainability.

Perhaps this is why the company is one of the top ten Tata companies!

# OF INNOVATION AND INTEGRITY!

Voltas has always set the bar high when it comes to their products. Take the case of their air conditioners. The market leader not only launched India's first star rated AC almost three years before it was made mandatory by the BEE (Bureau of Energy Efficiency), but they even went on to break the barrier by providing customers with star rated inverter ACs way back in 2016, when the concept was still to gain momentum in the country.

Further, sensing the shift in both, consumer perception and preference, the company upped their offerings – from 4 inverter models in 2017-18, to 34 models in its various capacities, viz. 1 ton, 1.2 ton, 1.5 ton and 2 ton, across its 3/4/5 star ranges. Also, thanks to dedicated R&D, these models promise superior ISEER ratings of 5.3 and 4.5, much higher than the government prescribed 5 and 4 stars in 1.5 ton units; and 5.6 in 1 ton category.



*Senior management from Voltas and Beko*

In fact, Voltas went a step ahead. When other companies were moving away from the category, it went on to develop window inverter ACs, as these equate with better energy efficiency, offering an almost 30% savings in energy. Meanwhile, leveraging the brand equity, the company entered the air cooler market a couple of years back with products that offer customers fresher and superior air, thanks to their special Anti-bacterial Technology.

Voltas has also set the bar high in the commercial refrigerator and water cooler segment, using tropical compressors, which guarantee 10% better energy efficiency than the competition. The company has even developed an inverter based Chest freezer with Green refrigerant, R600a, giving more than 25% energy savings than the conventional one.

Another innovative service that has increased performance is the development of their Remote tracking system. With this technology, chest coolers & Visi coolers can be tracked so breakdowns can be averted, saving time and money and increasing efficiency, too.

In 2018, the company entered the white goods market with a bang, thanks to their JV with Arçelik, a leading player in the UK and European market. The products, under the brand name Voltas Beko include state-of-the-art refrigerators, washing machines,



*Waghodia factory*



*Paryavaran Bhavan*



*Voltas Employer Award received by Mr. DP Singh @ Acrex*

microwave ovens and dishwashers. These products are not only made to suit the Indian market conditions, but are also specially designed to be more energy efficient.

When one talks of energy efficiency, mention of Voltas' DPG cannot be far behind! Committed to 'societal engineering', the company has been offering greener, cleaner solutions in every engineering project undertaken. It holds the distinction of working on India's first 'Net Zero' building in India ('Paryavaran Bhavan') with 'LEED Platinum' certification and GRIHA Five Star certification for exemplary demonstration of renewable technologies.

## OF PRINCIPLES AND PARTNERSHIPS!

Perhaps it is this commitment to conscientious development and sustainable solutions that has led Voltas to extend its support to many events where environmental concerns are being raised and resolved. Recently, the company joined hands with Mumbai First to host a two-day international conference, 'Climate Crisis: Action for Tropical Coastal Cities' in collaboration with the European Union and CSIR-NEERI. The two day conference held on 27th and 28th Feb at the Taj Mahal Palace Hotel, Mumbai was supported by The Government of Maharashtra and MoEFCC. It was a well-attended event with several key experts from across the globe who discussed the impact of climate change, and the impending climate crisis, on tropical coastal cities.

Acrex is another event where Voltas has worked to push sustainable solutions. The latter is South Asia's largest exhibition on HVAC, and Voltas has been the Knowledge Partner in these exhibitions, which are known for their elite and exclusive participation, with

the latest products on display and the many technical workshops held during its course. The company gets a perfect platform to showcase its superior range of VRF, chillers, ACs, air coolers, air purifiers and water dispensers, as well as the entire Voltas Beko range. The partnership also stands testimony to the company's dedication to environment-friendly solutions.

This year, the theme for Acrex was "The world of HVAC - Building a sustainable future together...Shudh vayuu, deerh aayu". And that is exactly what Voltas has always aimed for!



# SOLAR; SO GOOD!

*Inauguration of 500KW solar power system at Voltas head office, Chinchpokli*



*Solar panels at Chinchpokli facility*



Reaffirming its commitment to sustainable practices, Voltas inaugurated a 500 KW solar power system at the Head Office, Chinchpokli, Mumbai in collaboration with Tata Solar Power, on the 3rd of October, 2019. It was inaugurated by Mr. Pradeep Bakshi, MD and CEO, Mr. Anil George, Deputy MD, Mr. Narendren Nair, EVP and CHRO and Mr. Dinesh Singh, VP and Chief Strategy Officer.

The system, consisting of 1563 solar panels covering 32,810 sq. ft., will power one entire wing of the office. What's more, by employing a 'net metering' system for the first time, excess/unutilized power is fed back to the state power grid of BEST; not just resulting in energy savings, but also reducing the carbon footprint...Clean, renewable energy is the way forward, and with this step, Voltas has just shown the corporate world yet another way to build a more efficient tomorrow.

# KNOW THE BRAND TO GROW THE BRAND!

Conceptualised on the conviction that a sales team should have complete insight of their brand, Voltas organized the first ever All India Air Cooler Sales Conference at its Thane plant, on 21st Nov 2019. The two-day residential meet was attended by employees who have joined the company within the last eight months, and was aimed at arming the sales force with in-depth product, sales and market knowledge.

Inaugurated by MD and CEO, Mr. Pradeep Bakshi, the event was helmed by Mr. Himanshu Shah, Business Head, Air Coolers. Also present were EVP and CHRO, Mr. Narendren Nair and Chief Strategy Officer, Mr. Dinesh Singh. The enthusiastic new team was further energized by the charged up speeches by these leaders who shared their vision for the business to reach market leadership by 2023. The event also saw the best employees from across the country being recognized and awarded – a commendation which is sure to motivate the sales force further!



## BRAND NEW BRAND SHOP

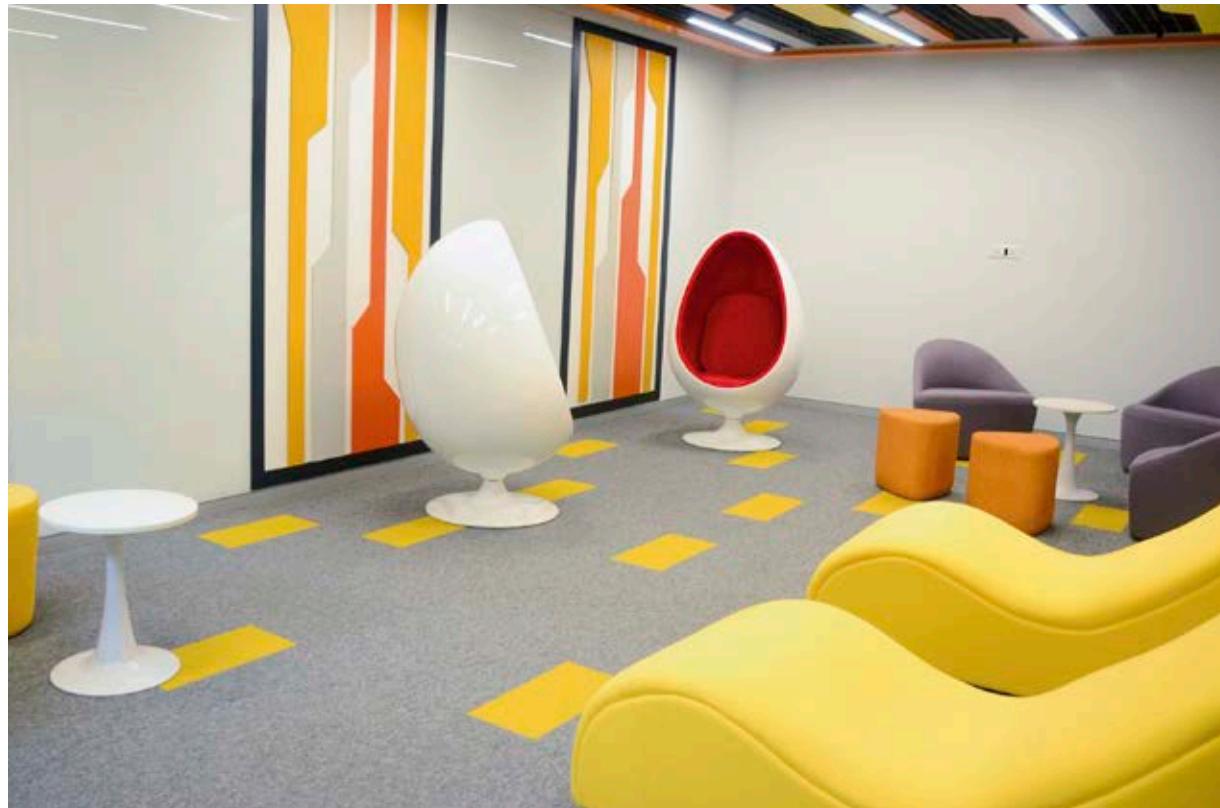
Asserting its strong presence in the white goods market, Voltas has opened up two new Brand Shops - DTC Appliances, at Kidwai Nagar, Kanpur and Kavyee Enterprises, at Dhule, Maharashtra.

Inaugurated on the 6th of December, 2019, DTC Appliances (130th exclusive Voltas brand outlet), aims to capitalise on the upwardly mobile segment in the rapidly growing city of Kanpur and consolidate Voltas' prominent position in the state. Kavyee Enterprises, launched in the month of March 2020, boasts of a convenient location in the premium electronic hub of Dhule city that would greatly enhance Voltas' brand experience and visibility.

Both these exclusive brand outlets have been thoughtfully curated to follow the visual aesthetic and layout of the standard Voltas Brand store and display the entire range of design led, technologically advanced products from Voltas and Voltas Beko.



# INNOVATION GETS A PERFECT SETTING



Voltas' new state-of-the-art integrated complex is sure to inspire innovation!

The 24,600 sq.ft. complex, located at Faridabad, Haryana, was inaugurated on the 7th of October, 2019. Teams from across R&D, UPBG DSC, Voltbek, TMD and CSR Skill Lab will work out of this centre.

The integrated complex has been designed keeping in mind the facility boosts technological advancements and innovation, along with best in class operations, which will enhance the brand and assure business results!

# DATA ANALYTICS CENTER

Voltas Thane plant launched a brand new data analytics center. This facility was launched on 21st November, 2019 by Mr. K.P. Sukumar, Sr. GM - CC & Mfg. Product Solutions, DPG. The center will house teams of Remote Monitoring Center, Electronic Repair & Technical Service group.



A **TATA** Product

**VOLTAS**



NOT JUST ADJUSTABLE,  
IT'S **MAHA** ADJUSTABLE.

- { 10% CASH BACK }
- { EASY EMI }
- { 5 YEAR }
- { LIFETIME INVERTER COMPRESSOR WARRANTY }
- { SUPERDRY }
- { INSTANT COOLING }
- { 100% COPPER\* }

This summer, bring home the all-new Voltas Maha Adjustable Inverter AC. It's unique Multi Adjustable Mode\* allows you to operate your AC in different tonnage modes, depending on the ambient temperature or number of people in the room.

This ensures that you stay comfortable, and also save on power consumption.

What else, you get a Lifetime Inverter Compressor Warranty, and a 5 Year Comprehensive Warranty on ACs. Also, enjoy an exciting 10% Cashback through select debit cards and credit cards, on EMI.

**VOLTAS** *maha*  
**ADJUSTABLE**<sup>TM</sup>  
INVERTER AC

# WATER MANAGEMENT STRIVING TOWARDS A BRIGHTER TOMORROW

Scanty rainfall and rocky terrain are probably the worst combination for agriculture. This is what the farmers of district Beed, in the Marathwada region of Maharashtra face year after year. Beed district receives only around 700 mm annual rainfall. Further, Marathwada is a landlocked region, heavily dependent on rainwater with depleted underground water resources. Water sources do not get refilled, forcing most of the communities to migrate to the sugarcane farms in western Maharashtra and Karnataka to eke out a living.

This migration comes with its own set of challenges. Poor wages, unregulated hours, little or no access to healthcare, school dropout etc. Further, the elderly left back home in miserable conditions, lack social security, too. This cycle of poverty and destitution, continues for generations and creates a situation that they can't get out of.



Beed Water and Sustainable Livelihood Project - Kuranwadi



Beed Water and Sustainable Livelihood Project - Household Survey Umrai

## Annual average rainfall

Geography	Annual Average Rainfall (in mm)
Beed District	711.15
Maharashtra State	1464.66
India	1194.5

As marked in the report of the Need Assessment of the project villages, the rainfall pattern year after year has been more erratic. Agriculture and labour work is the only source of livelihood in Beed district however low productivity and lack of irrigation has resulted in poverty and migration in search of livelihood.

An estimated 6 to 7 Lakh people including women, migrate from Marathwada region to other parts of Maharashtra and Karnataka. The families in the project area, half of them are Nomadic Tribes, face the perennial drought situation and these small farmers and labourers have to rely on sugar-cane cutting to make a living.

## Voltas: Rising to the Challenge

Voltas, as part of its CSR, decided to tackle this issue of migration, by ensuring the community had a chance of making agriculture a viable and sustainable livelihood option once again. The company selected the Ambejogai and Dharur Blocks of the district to put their plan of community-based water resource management into action.

The objective was to work with the community:

1. Integrating the principles of water management and sustainable agriculture
2. Educating the farmers about water conservation

The project will benefit around 14000 villagers covering 3435 families. The team was confident that this would help in supplementary/alternative

income generation opportunities for the farmers and their families.

Voltas, in partnership with the **NGO AFPRO**, conducted a baseline study and zeroed in on the six worst effected villages. The villages were chosen owing to their hilly terrain, high potential for resource management with respect to both soil and water, and their potential to benefit from this people's participation.

The program, initiated August 2019, conducted various socio-economic surveys such as

1. Water resource mapping
2. A hydro-geological study
3. Audit of villages' wells

The results have already started showing!

Artificial water sources have been created for recharge along with the construction of 22 farm ponds. What makes this project extremely gratifying is that the Voltas team is getting wholehearted support from the villagers as they believe in the outcome of this initiative! This is owing to the regular discussions and farmer-training programs backed by a strong scientific approach emphasized by Voltas.

What's interesting to note is the strong support that the team is receiving from the women in those areas. Complimenting this is the dynamic group of community women that Voltas is working with to strengthen their self-help groups (SHGs) and implement sustainable livelihood options.

## An Optimistic Outcome

Through a sustained intervention we are confident that the water bodies will be revived, thus providing constant water supply throughout the year. The ripple effect of this three-year program should witness a reduction in migration. With this initiative, Voltas hopes to transform the socio-economic status of this community for the better!

### Source of information

(<https://www.indiawaterportal.org/IMD district wise monthly rainfall data from 2004 to 2010>)

[https://data.gov.in/ Open Government Data \(OGD\) Platform India - All\\_India\\_Area\\_Weighted\\_Monthly\\_Seasonal\\_And\\_Annual\\_Rainfall \(data from year 2002 – 2011\)](https://data.gov.in/ Open Government Data (OGD) Platform India - All_India_Area_Weighted_Monthly_Seasonal_And_Annual_Rainfall (data from year 2002 – 2011))

[https://data.gov.in/ Open Government Data \(OGD\) Platform India - meteorological-sub-division-wise-annual-rainfall \(data from 2002 – 2011\)](https://data.gov.in/ Open Government Data (OGD) Platform India - meteorological-sub-division-wise-annual-rainfall (data from 2002 – 2011))



Farm ponds



# THE CODE THE COMMITMENT AND A CONCLAVE

The Tata Code of Conduct( Tcoc) is a guiding light for every Voltasite to conduct business. The company reinforces tenets of Ethics in various ways throughout the year, through various modes.

Every new employee is introduced to ethics through a clause in their appointment letter; then during a session in 'Parichay' – the induction program. Employees receive periodic mailers on various aspects of Ethics. An online module that is available on ESS portal also enables employees to learn the Tcoc whenever they want. Refresher sessions are conducted across locations by LECs and other experts that keep the spirit alive.

Ethics week is celebrated across Voltas with various

competitions, quizzes, panel discussions, skits etc.; ensuring involvement of employees across hierarchy.

Every year, Voltas files an ACR (Annual Compliance Report) to Group Ethics Office. The relative position in terms of process deployment/implementation maturity for business ethics for Voltas is at the Highest level – Advanced - in terms of maturity scale.

This year, Voltas collaborated with TBExG & Nielsen to conduct a LBE survey for employees, associates, key suppliers and partners in January 2020. The results, with scores in each category at par with Tata Group average and better than Voltas 2017 survey, prove that the company has focused on ethics implementation significantly!

Recently, the Code was also reinforced through a Business Ethics Conclave, with the theme 'Walking the Talk with Conviction'. It was held on the 24th of Feb 2020, at the Voltas Training Centre in Chinchpokli.

Reinforcing the theme, CEO and MD Mr. Pradeep Bakshi advised the LEC's and senior managers that, as leaders, one's actions should speak louder than words. This thread was continued with Mr. Narendren Nair, EVP and CHRO, emphasizing the control one has only on their own thoughts & actions, which should communicate the message of Ethics. Dy MD, Mr. Anil George, in his closing remarks reiterated his belief that the key attribute of leadership is self-confident Integrity.

Ms. Ketayun Fallahzadeh, TATA Power, was the keynote speaker. She shared the best practices on ethics to her very attentive audience.

Ms. Vijayalaxmi and Mr. D.P. Singh also addressed the LEC's. Mr. Shripad Thosar facilitated discussion on ethical concerns using caselets. Adding emphasis to the message of the meet, were the three topical skits presented by young representatives from Voltas Chinchpokli.

The conclave ended with LECs defining the action plans for strengthening the culture of ethics at Voltas.





# NATIONAL ROAD SAFETY WEEK AND AMBASSADORS OF AWARENESS

This Road Safety - Starts With You' pressed the mailer...and for the scores of Voltasites who took part in the National Road Safety Week celebrations, it was advice they took to the heart! At Voltas, employee safety has always been a priority. So each year, National Road Safety Week is of prime importance. This year Voltas has launched a year campaign on Road Safety, as a part of this campaign a mailer went out from EVP and CHRO Narendran Nair delineating the schedule put together by the Safety Team, and explaining the campaign's aim of

'Bringing Change Through Youth Power'. For this campaign various appealing posters were designed and displayed in working locations/ offices. Those posters urged employees to ensure they do their bit to make roads safer. Various competitions like quiz, posters, slogans were organized in working locations to increase participation and create awareness on road safety. The campaign saw sincere participation. For Voltasites know the importance of the message, and the value in spreading it onward!



# A DRIVE FOR SAFER ROADS

**Every year, over 1.51 lakh people lose their lives in road accidents in India, and many more are debilitated. Yet, most road mishaps can be averted, with a little caution and some care.**

This is what the Voltas team at AIIMS, Raipur set out to do, as they organised a Road Safety Campaign, as part of the 31st National Road Safety Week, from the 11th to 17th January, 2020.

The team, led by Mr. Sanjeet K. Singh, conducted a Road Safety rally, where they spread the message, building up awareness on how accidents can be avoided. An awareness programme was also conducted on site, which included a test and a presentation for workers. It concluded with a reward and recognition ceremony.



# SINGAPORE DOES IT IN STYLE!

*In the six decades since its inception, Voltas has played a strong role in infrastructure building, be it road construction, providing last mile connectivity in rural electrification or through its involvement in transportation systems of the country. Not just that; Voltas has led the way in similar projects internationally as well!*



One such project is Singapore's Thomson-East Coast Line (TEL) – T273B, a fully underground joint line between the Thomson Line and the Eastern Region Line. Singapore's sixth Mass Rapid Transit (MRT) line, it's the fourth to be completely automated and driverless. It will be among the world's longest driverless rapid transit lines, with seven interchange stations.

Voltas is involved in the first two stages of the project, i.e. the supply and installation of Tunnel Ventilation and Environmental Control Systems for 9 stations and 2 ancillary buildings, including 2 interchange stations - Woodlands – also a Civil Defence shelter - and Caldecott.



Work has been progressing smoothly, and the team has picked up quite a few commendations along the way. A few months ago, they were honoured to receive three more!

At the Work Safety & Health Awards (2019) the team won the silver in the Workplace Safety & Health Performance category, as well as the Workplace Safety & Health SHARP Award (Safety and Health Award Recognition for Projects). Over 400-500 companies participated in these awards.

Barely a month later, Voltas received the 'Accident Free Recognition Award' from the Land Transport Authority, for successful completion of stage I of the project. This was followed by another milestone in safety – 2 Million Accident Free Man Hours.

***Keep them coming, Singapore!***



VOLTAS LIMITED



## ET RECOGNIZES VOLTAS AS ONE OF INDIA'S MOST ICONIC BRANDS

The ET Iconic Brands of India 2019-2020 has recognized Voltas as one of India's most successful brands. The announcement was made after a study by Economic Times on the brand's legacy, genesis, strengths, milestones and other key drivers; that keeps Voltas live up to its iconic status. To mark this achievement, ET will felicitate the brand at a rewards and recognition evening to be hosted in May 2020. Yesterday, over an online announcement, ET has showcased this achievement on their Digital handles.

Voltas will also be promoting this achievement both online and offline, by getting featured as one of India's most Iconic brands in an editorial

feature to be published nationally. To acknowledge our brand further, the media house will also be releasing a Coffee Table Book which will showcase Voltas and its successful journey towards becoming an undisputed market leader.

Over the last decade, Voltas has inspired many, with its resilience and determination to excel. It is our commitment to innovate, and an appetite to create solutions, that offer comfort and convenience to our consumers, which leads to recognitions like these.

Kudos to the UPBG team, and the entire Voltas family, and wishing them many such laurels in the future.



# TEAM VOLTAS WINS CAMP KA CHAMP

Dubai's annual 'Camp ka Champ' singing competition has become an iconic event that has made dreams of many labour camp workers come true. Since its inception in 2007, over 20,000 performers have taken part in this celebrated event that offers a prize money, which is capable of transforming lives. Past winners have become the stars of their communities thousands of miles back home in India, Bangladesh and Pakistan.



This year Dubai witnessed Team Voltas shine on the 'Camp ka Champ' stage. **Mustakin and Mitu** from our Dubai team won hearts of many as they effortlessly stood out amongst 4000 co-participants from 30 companies and through 40 live auditions conducted over 3 months. While the two were awarded as the "**Best performer**" of the quarter-final at Al Nabooda camp - Dubai, they also went on to win the grand finale in Antakshari. Mustakin and Mitu have bagged Dhs 35,000/- worth of gold as their first prize.



# VOLTAS IOBG WINS CLIMATE CONTROL AWARD 2019



Voltas IOBG was recently recognised in two major categories at the 9th Annual Climate Control Awards 2019 organised by the Corporate Publishing International., CPI Industry. Voltas won the 'HVAC Contractor of the year' for Expo 2020 CoEx project and Universal Voltas won the 'Facilities Management company of the year' for the overall work done by the company. The purpose of the Climate Control Awards is to persuade the HVACR industry to always be mindful of society and think beyond just business.

With regards to the **HVAC Contractor of the year award** the judging panel evaluated Voltas for differentiated air conditioning design and the efforts that the company had taken in reducing carbon footprint and optimizing the material on labour at CoEx project at Expo 2020. On the **Facilities Management category award**, the jury appreciated the energy management initiative that we offered our customers and also our digitization efforts that led to improved customer satisfaction.

Speaking on the occasion

**Mr. A.R. Suresh Kumar, Vice President & Head International Operations Business Group Voltas Limited**, "Happy to share that Voltas continues to perform well in a highly competitive and tough market. The Climate Control Awards reinforces our belief that our performance is unique and far better from the rest of the market. With this we have taken 17 awards & ranked no.1 in this season across all regions. This only means we need to be more responsible to the industry and lead our way to excellence."



# VOLTAS IOBG RECEIVES RECOGNITION AT THE 'CONSTRUCTION WEEK AWARD 2019' DUBAI

Voltas emerged as one of the big winners at the Effie Awards 2020. The award ceremony was held on 10th Jan, 2020 at Taj Lands' End, Mumbai amongst an illustrious gathering. The brand won awards for their 2019 Voltas Adjustable Inverter AC campaign under two categories-

- **Silver**

(Category: Integrated Advertising Campaign)

- **Bronze**

(Category: Home Furnishings & Appliances)

Effie Worldwide is the benchmark for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy.

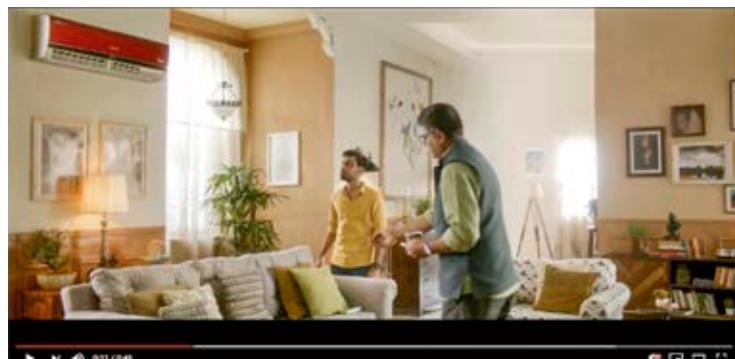
The award jointly recognised Voltas and Ogilvy, our advertising agency for the Air Conditioners category. Voltas has also won the Effie Award in 2012 and 2015 for the most effective marketing communication campaign. Kudos to the UPBG team!

Voltas IOBG was highly commended in the 'Sub Contractor of the Year' category at the prestigious Construction Week Awards 2019.

The Sub-Contractor of the Year category recognises the company that has demonstrated the best record of progress and delivery for its clients, while maintaining an exemplary health, safety and environment (HSE) record and showing signs of commercial strength and growth during the eligibility period.

We congratulate IOBG team for adding glory to the brand through the honours received consecutively at various platforms for its outstanding work overseas.

# VOLTAS WINS GOLD STANDARD OF MARKETING AWARDS THE 2020 EFFIE AWARD



# THE DRAMA AND THE APPLAUSE!

Appasaheb Chougule, from TMD, has done it again! The multifaceted Appasaheb has been awarded the Global Photographic Union Gold medal for his work "The Drama" at the Photographic Society of India's 18th Salon Awards.

The celebrated photo was clicked at the largest 'ringan' (arena) of Ashadhi Vari -2019 near Pandharpur which was exhibited at the Jehangir Art Gallery along with another photo from his portfolio of work. Appasaheb competed with 221 other contestants to secure this prestigious award. Congratulations!



## WAY 2 GO WEST BOKARO!



Flower & Vegetable Show. A footfall of over 2000 people. The perfect platform to talk about environment protection and biodiversity conservation!

Voltas West Bokaro recently took part in the 10th Annual Flower & Vegetable Show and received an award for their stall. The event, hosted by Tata Steel on the 16th & 17th January at West Bokaro consisted of 35 stalls put up by individuals and institutions on environment related themes and was a huge success.



## TROPHY TIME @ UNIVERSAL VOLTAS!

Universal Voltas have once again proven they are winners all the way! They bagged three HSE awards from their client ADNOC, across their maintenance sites. These were:

- **Best HSE Partner**  
ADNOC Gas Processing (Habshan 5 and Sulphur)
- **100% HSE Shukran Award**  
ADNOC Refining
- **Best HSE Partner 2018**  
ADNOC Gas Processing (Habshan & Bab)

The commendations come as proof of the company's commitment towards maintaining outstanding Health, Safety and Environmental standards. And if this wasn't enough, the team was also recognized as the 'FM Company of the Year' (Energy Management & IEQ) at the Climate Control Awards hosted in Dubai. This award honored the multiple sustainable initiatives and development initiatives that have been executed by the company within the UAE. Its important to note that these projects have resulted in an overall Energy savings of 3 Mn kWh over the last one year!

None of this is possible without the people that work within the organization and hence their capability building is of utmost importance. Congratulations to Sibu Sam, Engineer with IOBG, for completing the Junior Management Leadership program with NICMAR, Pune. He received his certificate from Mr. Gumeet Nanda (Operations Head - UAE Projects). Congratulations, team UV. Well Done!

# VOLTAS IOBG OMAN AND LALBUKSH VOLTAS RECEIVE TWO AWARDS AT THE DOSSIER CONSTRUCTION INFRASTRUCTURE AWARDS AND SUMMIT 2019 (DCIAS)



Voltas once again emerged as one of the big winners at the recent held Dossier Construction Infrastructure Awards and Summit 2019. The platform awarded Voltas with The EPC Contractor for 'Million Date Palm Project' and Best Contractor for a Retail Project award for work done at the Al Araimi Boulevard Mall.

The platform aims to recognize companies with overall excellence in HSE, training,

construction, engineering, architecture, interior design, projects and business leadership across the industry. Leading names of the construction, infrastructure, real estate, manufacturing and design & engineering consultancies participate in this summit, thus making it a very effective platform for Voltas to be recognized in. Dr. Rasheed bin Safi al Huraibi, Chairman of Oman Tender Board was the Chief Guest at DCIAS 2019.

Voltas was commended for the diverse range of projects in its portfolio, including Retail, Hospitality, Agriculture, Industrial and food Security projects.

**Congratulations to the team!**

## A POWER PACKED PERFORMANCE!

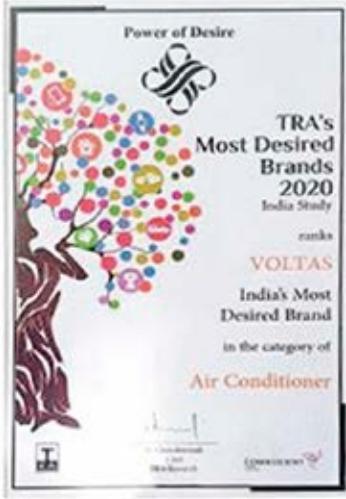
MEP Middle East is a highly respected monthly magazine that delivers news data and analysis for the region's MEP contractors and allied fields. Recently the magazine put out its 'HVAC Power 25 List' to highlight the efforts of entities that keep structures in the Middle East habitable. And it came as no surprise that Voltas was

featured prominently in that list! Voltas with its wonderful track record as a multiple specialist throughout the GCC has bagged many awards in the past as well. Just last November they were conferred with 'GCC Project of the Year' at the MEP awards for the Qasr Al Hosn project, wherein the company was recognized

*QAH GCC Project of the Year  
MEP Award 2019 - Derek & Sunil*



for providing power saving solutions that boosted the region's green credentials. Congratulations to the team!



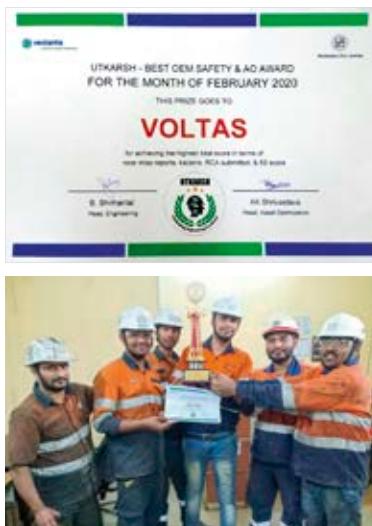
# VOLTAS RECOGNIZED AS INDIA'S **'MOST DESIRED BRAND'** IN THE AIR CONDITIONER CATEGORY

Voltas emerged as '**India's Most Desired Brand**' in the Air conditioner category in a report published by TRA for 2020. The report also recognized Voltas as one of the top 100 Most Desired Brands in India. Having placed customer centricity at the heart of all its business decisions, the Company has always been at the forefront of innovation, which offers our customers state of the

art technology, energy efficient solutions at an affordable price. TRA is India's foremost data insights company which is dedicated to understanding, simplifying and researching aspects that makes the intangibles of brands more measureable. Voltas has also won the Most Trusted Brand in the Air Conditioner category in 2018. Kudos to the UPBG team. We wish them many more accolades in the future!

## SETTING OUR SITES ON SAFETY!

Rampura Agucha is a zinc and lead mine located on a massive sulphide deposit in the Bhilwara district of Rajasthan. It is amongst the toughest mine sites in the world. So it was a moment of pride when Voltas was awarded 'Best OEM, Safety, 5S, AO Implementation' for the month of February, 2020, by their client, Hindustan Zinc Ltd. (Vedanta Group). Keep up the good work, Team Voltas!



# VOLTAS @ ACREX: SOLUTIONS FOR AN EFFICIENT TOMORROW



When South Asia's largest exhibition for HVAC and Intelligent Buildings and India's largest player in this space get together, you know this association is going to be spectacular. And that is what Acrex has been, since the past so many years!

Voltas joined hands with Acrex as Knowledge Partner yet again, at the event held in Greater Noida from the 27th to 29th of February, 2020, that saw over 12,000 people attend. The theme for this year was "The world of HVAC - Building a sustainable future together...Shudh vayuu, deergh aayu". It was the perfect forum for the exchange of knowledge, trends and innovation from worldwide leaders. It included workshops, seminars and interactive panel discussions, the organization of which Voltas played a vital role in; working with ISHRAE, ASHRAE and REHVA to enlist reputed speakers from around the globe who spoke on key topics. Voltas as part of its promotion had also organized Q&A sessions post the presentations.

During the course of the show, the company made three presentations as well. Mr. Anil Kumbha, Head of R&D at DPG spoke on 'Adapting of Low Energy Technologies for Cooling in Indian Climatic Conditions'. A concept that is being spearheaded by the company. Mr. Ashwani Kumar Sharma spoke on 'Indoor Environmental Quality: Global Scenario and Indian Challenges' – a relevant topic for the HVAC segment, which held the audience's attention.

Mr. Rejil Kumar from IOBG gave a presentation on prefab modules, which has become a game changer in

the construction industry. Voltas has been using these since the past five years. This has optimized time and manpower, improved safety on sites and better impacted the environment, too.

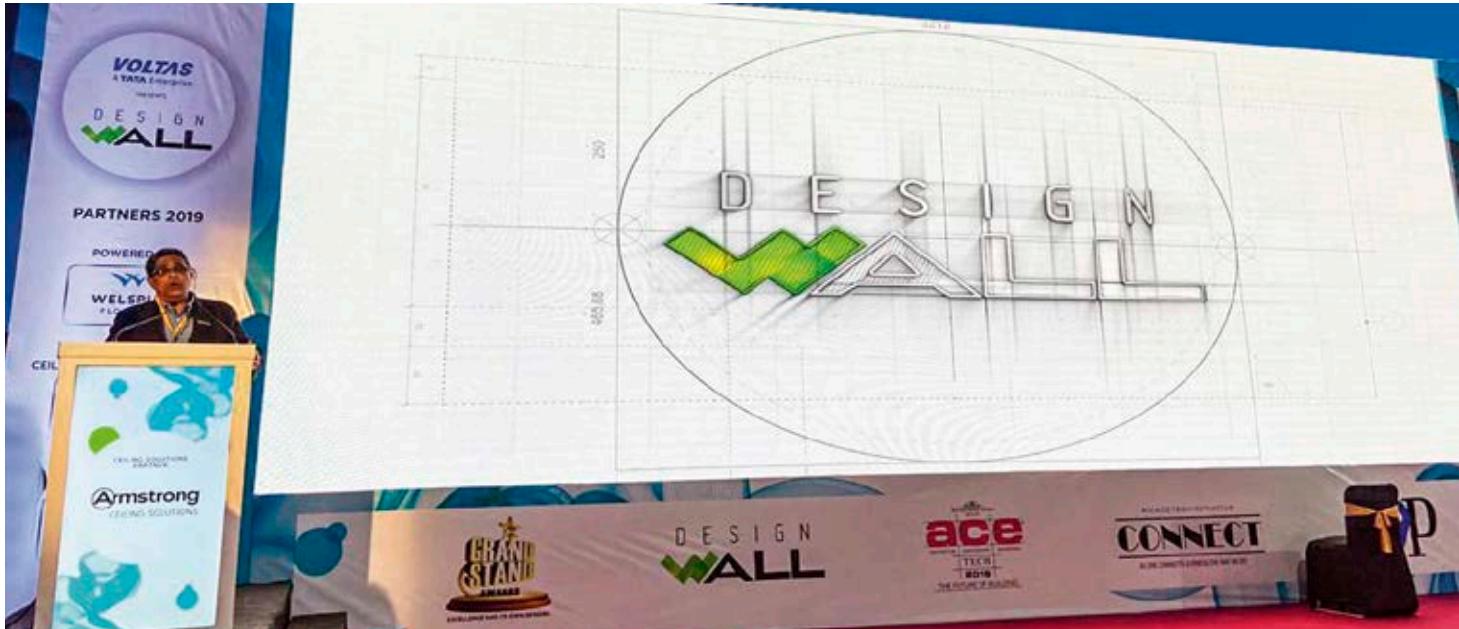
As is the practice, every year, awards are also given out at Acrex. Voltas was the proud recipient of two commendations. Mr. D.P. Singh, Vice President, received the 'Voltas Employer Award' from ISHRAE. This appreciation comes as recognition of an individual's volunteering efforts in furthering the field of HVAC; through encouragement of scientific research; by educating people in these sciences and by rendering career guidance and financial assistance to students. Voltas has been at the forefront in contributing to the ISHRAE Volunteering endeavor, and so this recognition comes as a true honour to the company.

In the second salutation, Kapil Purandare, Head – Customer Care received the 'Distinguished Service Award' (DSA). He has been active in ISHRAE Mumbai Chapter since 2001, and has held various positions there at both Regional and National Level. Kapil has served as the Chapter President in 2007-08, Regional Director in 2013-14, National Secretary in 2015-16 and ACREX Convener in 2019.

The Voltas stall at the exhibition was also a crowd-puller. This year, the stall centered around 'Building an efficient tomorrow' and had prominently displayed products from UPBG, DPG, Voltas Beko and IOBG. And as expected, visitors were most impressed with the Voltas stall!



# A FIRM CONNECTION WITH THE FUTURE



While the world moves to 'sustainable' and 'green' in a big way, this is a path Voltas has taken since the past many years! And this is exactly why Voltas was the perfect choice for a title partner at Design Wall 2019!



Design Wall is an initiative undertaken by ACETECH to promote and foster latest innovations & technologies in the architecture, building materials and design industry.

The platform is differentiated owing to the focussed B2B meeting opportunities that it provides to its guests and partners.

Select brands/firms were given a unique platform wherein they interacted with jury members one-on-one at round table meetings to personally showcase their products and services. These path-breaking winning entries were then displayed during ACETECH.

Design Wall was held in Mumbai, Bangalore and Delhi. Voltas was the Title Sponsor of the event. At Delhi, Mr Bijo George, Sr. GM and Product Head, DPG made a presentation on the technologically superior Voltas products, and how they fit in with the future of this industry.



The event was the perfect opportunity to interact with the stalwarts of the Architecture, Design and Construction fraternity, as well as the gen-next of these fields. and Voltas was spot-on with its customer-centric environment friendly solutions!

# A BLUEPRINT FOR SUSTAINABILITY!



Last year, Voltas joined hands with ITP Media to present the 'Think Turf' Series, a total of ten events that focused on driving discussions on 'Smart Living' amongst architects and designers from Tier 2 and Tier 3 cities. It brought together experts in the field who discussed the latest trends, technologies and innovations in enabling smarter, sustainable spaces.

The concluding event in this series was recently held at Hyderabad in February and was attended by over 100 architects and consultants. A powerful presentation by Ms. Vami Koticha, principal architect at Studio sP+a kick-started the event. She spoke about the unique projects her firm designed wherein sustainable material was used.

The Voltas presentation followed next. E. Jayaraman, Zonal Head, South India held the undivided attention of his audience, when he, along with team members M.D. Kareem and Madhu Mamidi showcased all the superior ways in which Voltas has aimed for, and attained sustainability.

The last event of the day was a panel discussion, moderated by Supraja Rao of Design House, Hyderabad. It was a deep dialogue which delved into the serious contention that exploitation by architects under the guise of minimalism and sustainability may, instead, cause grave damage to the planet.

**Think Turf - driving sustainability.**



# EXCELLING AT EXCELLENCE!

At Voltas, excellence is a way of life, galvanizing incremental changes in every aspect of the business. This quest for excellence, based on the TATA Business Excellence Model (TBEM), is now moving forward with a renewed vigor towards new goals, driven by initiatives that encourage and enable excellence.



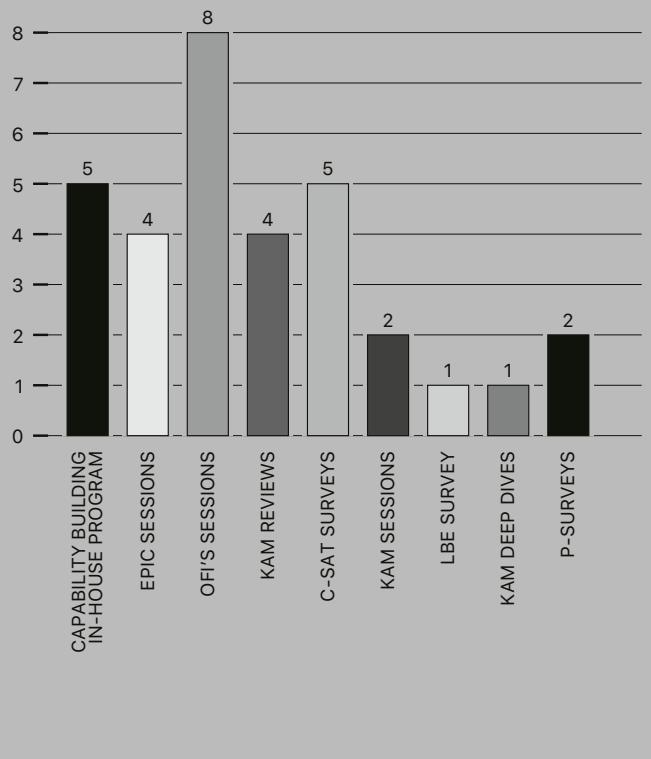
Perfection is not attainable,  
but if we chase perfection  
we can catch excellence –

**Vince Lombardi,**  
American Football player,  
coach and executive

TATA Business Excellence Model (TBEM) is a framework followed by several TATA group companies to achieve excellence in their business performance. Conceived to deliver strategic direction and drive business improvements, it empowers companies following its directives to capture the best of global business processes and practices and stay in step with the ever-changing business environment. The TBEM system focuses on certain key areas of business performance, namely, Customer-focused Results; Product and Service Results; Financial and Market Results; Human Resource Results; Organizational Effectiveness Results; Governance and Social Responsibility Results. The TBEM assessment by the TATA Business Excellence Group (TBExG) evaluates all systems and processes of a TATA company, ascertains the areas of strength and identifies the fields where opportunities for improvement remain unaddressed.

For Voltas, adhering to the dynamic and scalable matrix of TBEM in its day-to-day functioning has strengthened competitiveness, enhanced value for all stakeholders and immensely contributed to marketplace success. A significant milestone in this journey of excellence, which the company has always aspired to achieve, is to emerge as one of the top performers in the TBEM assessment. The Business Improvement Group (BIG) has been at the forefront of driving initiatives across Voltas and assessing the progress of the company towards achieving industry leadership and world-class performance through business excellence. These initiatives have gone a long way in enhancing knowledge and learning, as well as adaptation and implementation of best practices from across the TATA group companies. Also, the group's constant interface with TBExG has ensured a comprehensive assessment at the company level and a deep dive diagnostic assessment at the functional level.

## An Overview of 2019-2020 Business Excellence Initiatives at Volta



### The key highlights of various efforts by BIG include –

- TBExG Chairman, Mr. Padmanabhan's half-day program for CMG members including MD and all senior employees from different businesses. The focus was to share practices from companies like Titan, TATA Steel, Infiniti Retail, and TATA AIA Life.



- Culture capability building initiatives focusing on business benefits of TBEM framework and role individuals in the same



EBEM-1 at UPBG & Volta Beko



EBEM-2 at DPG



EBEM-3 at Enterprise



DMD Mr. Anil George addressing the Senior Leaders TBEM Assessment 2020 Kickoff session

Business Excellence is a journey of continuous improvement, propelling the organization from good to great. While adaptation of the best practices is the starting point, infusion of next practices at periodical intervals fuels the excellence journey towards newer highs. The climb towards the summit of excellence gets progressively challenging as the company conquers newer highs. The skills and tools required to scale the higher peaks are different from the ones that were effective at the 'base camp' of the excellence summit. Consistently surpassing previous benchmarks is the key!

Volta always had a thirst for improvement and this has resulted in a large number of best practices – evolved in-house as well as learnt from other organizations. This constant input of next generation practices will catapult Volta's performance to the next level – a "shift in orbit"

- **Continuous improvement Initiatives**



TBEM-OFI's Action planning session started - Nov 2018



DPG-Key Account Management workshop June 2019



Theory of constraints learning mission @ Infiniti Retail - July 2019



Theory of constraints learning mission @ Titan July 2019



DPG-KAM Review session Oct 2019



BU's wise customer satisfaction survey

- **TBExG-facilitated sharing of safety practices of TATA Projects Transmission with Voltas DPG**



- **Innovative Innovations at TATA Innovista 2020**

TATA Innovista is a platform to identify innovations across the TATA Group. As part of this process, teams submit nominations for various categories, which are subsequently evaluated by a team of experts from the TATA group and the selected entries compete for the regional round, followed by the Global finals. The winners of this prestigious contest are felicitated in the presence of the Senior Leadership. Voltas registered 8 entries in TATA Innovista 2020, from which UPBG's 'Adjustable cooling Capacity Mode' air conditioner has reached the regional second round.

- **External surveys to understand customers**

Customers are the backbone of success for any organization - when the customers are happy,

business flourishes. Understanding the customer pulse is the first step towards ensuring a satisfied customer. The BU-wise customer engagement surveys conducted by Voltas evaluate the customer satisfaction levels. The results of the recent surveys investigating UPBG-AC household customers, Infra Project customers and UPBG-Commercial product customer found a significant increase in satisfaction scores and NPS scores compared to the previous ones. These improvements augur well for the future of Voltas.

- **Communicating the big picture**

BIG has been proactively communicating with the TATA group companies about the contribution of Voltas to the TATA Group Excellence journey (like Best Practices contributed, Assessments, Mentorships, Assessors, Promising Practices to look forward).

Excellence is a continual quest at Voltas and supporting the efforts of the company to achieve Industry Leader and world-class standards are the initiatives planned and implemented at BU's by BIG, working closely with TBExG. With the rapid strides that the company has taken in all aspects of business practices, Voltas is ready to bring the vision of winning the assessment to fruition as well as boost its business performance to the next level.●