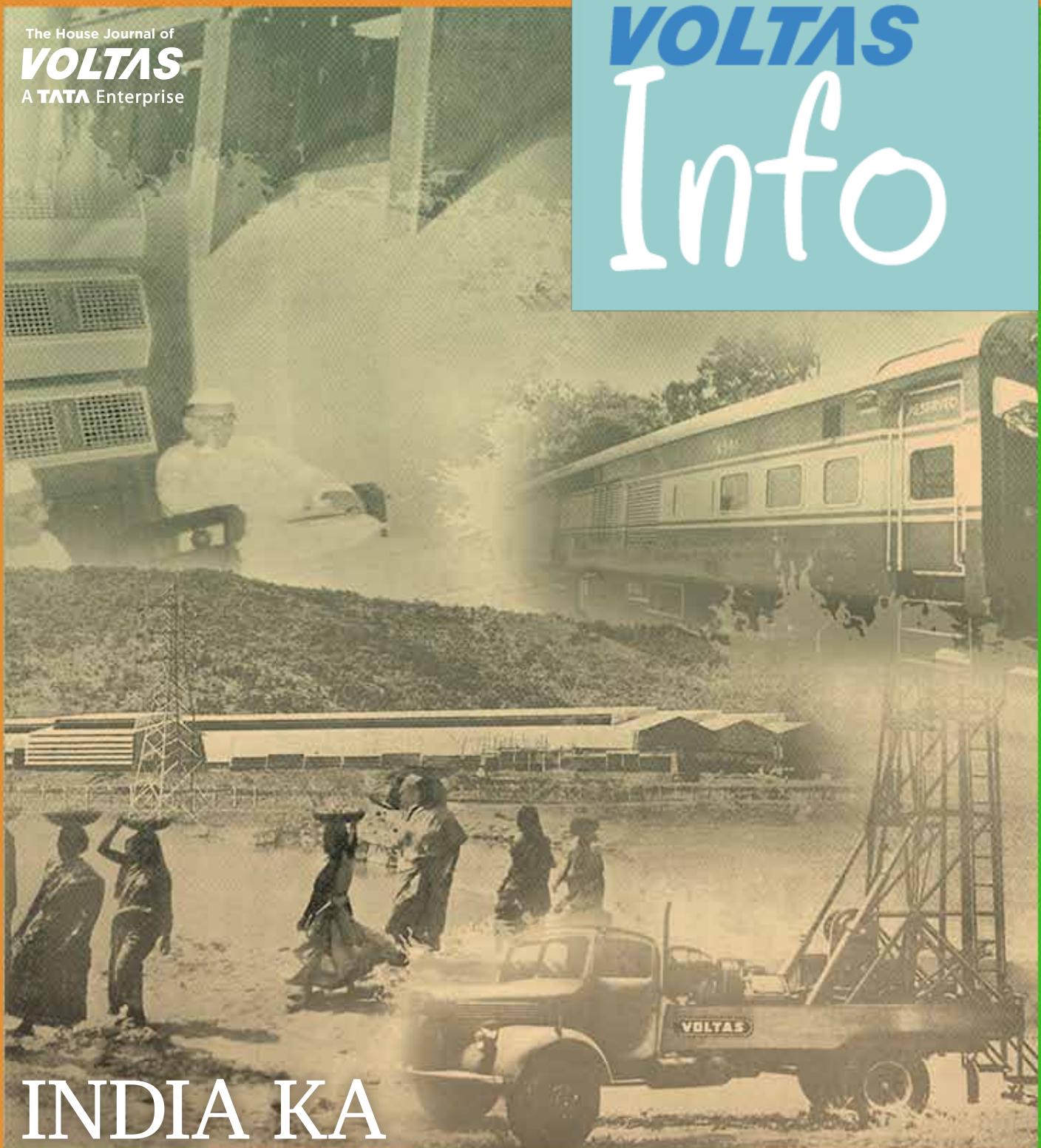


The House Journal of
VOLTAS
A TATA Enterprise

VOLTAS Info



INDIA KA

DIL

With India, For India - for 68 years, and counting!

Note from the editorial team

Dear Friends,

The year 2022 marks our entry into the 76th Independence day, and 68 years of Voltas. To commemorate nearly seven decades of service to the nation, we take you along on a journey that's deeply connected with India's economic progress since independence, in this edition of Voltas Info.

As a truly homegrown brand that has stood the test of time, Voltas is 'With India, For India' in more ways than one. This is also the theme for our main Feature story which takes you through the brand's evolution over the years and its commitment to India's progress. This special Independence Day issue is also unique for one reason – we are upholding the efforts made by those who often go unsung. These are the real heroes of our country's economic liberation, and the driving force behind its progress over the years.

The so-called blue-collar workers make the wheels of industry and business run even through the most difficult and challenging times, including the most recent Covid-19 pandemic. At Voltas, too, we recognise their contribution and their role in helping us tide over these extraordinary times through our feature story on the subject. They continue to stand strong at work, supporting the building of an even better, stronger and progressive tomorrow.

The current business performance has helped shape and strengthen the company's growing mark in the sector/industry. Our innovative product portfolio and ever-expanding distribution reach has worked well in serving our customers over the years. Be it through domestic production under the Make in India programme, or partnering at every major economic milestone in India's growth story, we are truly Indian in every aspect. Our lead section showcases some of the innovative products launched in 2022.

The quest for business excellence continues at Voltas through the eHackathons across the Tata Group, where the brightest minds strive to uncover creative and thoughtful solutions to business problems.

You can also learn more about what we are doing to delight customers through our state-of-the-art Experience Zones, and the work being done in Gujarat for community waste management solutions around the Voltas Waghodia plant, in the Company Updates section.

We hope you enjoy reading this special issue of Voltas Info. Jai Hind!!

Best,
Team Corporate Communications



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With India, for India



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Stronger and better



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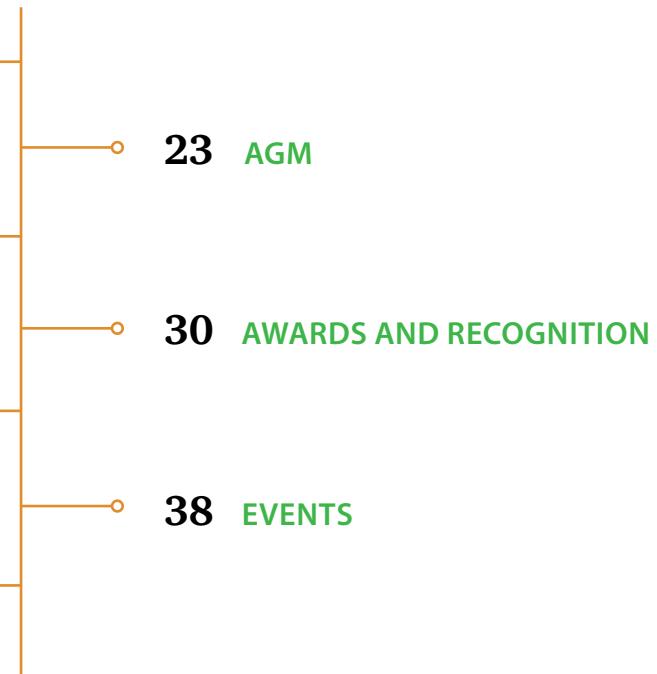
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WITH INDIA,

A dramatic black and white photograph showing a group of Indian men in military uniforms, possibly soldiers, looking intensely at the camera. They are wearing caps and uniforms, and their expressions are serious and focused.

FOR INDIA

COMMUNITY IN FOCUS

Voltas' CSR initiatives are aimed at bringing about change at scale and accelerating the shift towards the UN Sustainable Development Goals

The ethos of giving back to the community is at the core of Voltas' operational philosophy. As a responsible corporate citizen, Voltas works into three verticals- Sustainable Livelihood, which essentially deals with skilling and employability building for marginalised youth and women, Community Development which emphasises on issues like quality education, health and water, and third vertical called Issues of National Importance which addresses national level issues like disaster management, Affirmative Action, and sanitation. Anchored by the 'Engage, Equip and Empower' motto, Voltas works with key communities such as youth, children, women, farmers, and tribal communities to foster a better way of living.



SKILL DEVELOPMENT CENTRES

A flagship programme of Voltas, the skill development project empowers youth from marginalised communities through employment, education and training. Launched in 2002, the programme has led to the setting up of **27 skill** development centres across **13 states in India**. The company also runs two Centres of Excellence in Thane and Jamshedpur.

Over **19,000 youth** have been trained through technical, non-technical and soft skill programmes. The courses are industry oriented, with hands-on and on-the-job training. In addition, over **15,000 semi-skilled AC technicians** have been formally trained and certified under the Recognition of Prior Learning (RPL) programme.

ENHANCING THE QUALITY OF EDUCATION

Voltas CSR has driven infrastructure development in seven schools in Pantnagar in 2020. Besides, Voltas has also improved the teaching-learning process through the introduction of child-centric, creative and joyful pedagogy in Govt schools in Mumbai. This has impacted over **250 teachers** and **8,800 students**, until now. In addition, around **250 children** are reaping the benefits of educational facilities developed for physically challenged students.



WATER RESOURCE MANAGEMENT



Voltas has been driving change at scale through participatory groundwater management for sustainable agriculture. The programme, implemented in six villages in Ambejogai and Dharur blocks of Beed district of Maharashtra, aims to mitigate the impact of water scarcity on communities.

It covers water resource development to increase irrigation, better crop management

practices, strengthening self-help groups for the economic development of rural women, and capability building of local institutions.

A total of **111 water resources** (cement bunds, nullah deepening, repairs of check dams, deepening of wells, percolation tanks and farm ponds) with a potential to store **639 million litres of water** have been constructed or refurbished. The programme has benefitted **13,000 people**, of which **40 per cent** are from the SC/ST and notified tribes categories.

In 2016, Voltas undertook groundwater recharge activities in 15 drought-affected villages of Osmanabad and Latur districts in Maharashtra.

INTEGRATED SANITATION PROJECT

Achieving universal and equitable access to safe and affordable drinking water, sanitation and hygiene for all is part of the UN SDGs. Voltas is implementing an Integrated Sanitation Programme in partnership with Tata Trusts and the Coastal Salinity Prevention Cell, near its Waghodia plant in Gujarat's Vadodara district. Spread across 10 villages, the project entails the construction of household toilets, school sanitation, solid waste management, usage and maintenance of toilets, along with menstrual hygiene management for women and girls.



SUSTAINABLE AGRICULTURE

Voltas supports initiatives that encourage farmers to adopt sustainable and scientific practices. This programme, implemented in six villages in Ambejogai and Dharur blocks of Beed district of Maharashtra. The project comprises of various components such as capacity building of farmers in better agricultural practices, demonstration plots, and the formation and strengthening of local institutions. The efforts benefited around **3,200 farmers**.

About **60 marginalised farmers** from the hamlets of Demani, Nanarandha and

Waghdhara in the Union Territory of Dadra and Nagar Haveli have benefitted from the group/shared irrigation scheme promoted by Voltas. Farmers came together to form **10 water users groups**. The groups were offered support to dig bore wells, procure pumping devices and, pipelines and accessories. The project has been successful in bringing **75 hectares** of rain-fed land under irrigation.



LIVELIHOOD ENHANCEMENT

Animal husbandry, especially goat rearing, is supported by Voltas to provide sustainable livelihood opportunities for women in rural India. About 11 women from SC/ST families have benefitted from the project. Creating awareness about the potential of collective action, effective functioning of self-help groups and encouraging the women to assess viable business opportunities are part of this initiative. About **15 such trainings** were provided to **484 participants**.



SUPPORT FOR CANCER CARE

Voltas supports the Tata Trusts' cancer care initiative, which aims to fight the disease by extending affordable, high-quality healthcare to millions of Indians. The company has provided funds worth **Rs 1.5 crore** towards the purchase of medical equipment for the Sri Venkateswara Institute of Cancer Care & Advanced Research (SVICCAR) in Tirupati, Andhra Pradesh. The hospital is an initiative of the Tata Trusts with the support of Tirumala Tirupati Devasthanam. The state-of-the-art facility will benefit over **5,000 cancer patients** from the region annually.



AFFIRMATIVE ACTION

Voltas drives Affirmative Action (AA) initiatives to empower the SC/ST community through employment, employability, entrepreneurship and education. The interventions cover a wide spectrum – from well-balanced and nutritious mid-day meals for children, to supplementary classes for SC/ST students, and skill training for tribal women and youth.

On average, **25%** of students who enrolled for skill development training between FY 2016 and FY 2020, are from the SC/ST community. The Voltas Skill Development Centre in Panvel caters exclusively to SC/ST youth hailing from Raigad, Thane and Palghar districts in Maharashtra. Over 800 youth have been provided training in plumbing and electrical courses since the centre started functioning in 2017. The centre has a placement percentage of **85%**.

During FY2016-17 in partnership with the Bethany Society and the Women India Trust, Voltas conducted tailoring courses for ST women in Panvel.

As part of the 'Quality Education through Environment Studies' project, Voltas has touched the lives of around **1,100 students** across six schools run by the Thane Municipal Corporation. Over **40%** children hailed from SC/ST communities. Voltas also supported the Active Constructivism Oriented Teacher Education programme, which has benefitted **3,500 students** between FY 2017 and FY 2020. Around **20 per cent** of these students hailed from SC communities. The 'English Language Development Programme' has benefited over **6,300 students** in 128 Zilla Parishad schools of Bhiwandi block in Thane district. About **48 per cent** of the students belong to SC/ST community.

Voltas' CSR efforts have been successful in bringing about change and transformation, and also serve as benchmarks for other corporates. ●



A TRIBUTE TO THOSE WHO POWER INDIA

They are the true warriors of Voltas who power not just the company's business but contribute to nation building as well. This is the company's tribute to the blue collar workers who exemplify the spirit of being self-reliant, and make India stronger and better



Waghodia factory workers



*Waghodia factory
women working*

As we complete 75 years of an independent India, and remember our freedom fighters who made great sacrifices to help realise this dream, we must also remember to thank those who continue to power India's progress and give the nation its spirit of self-reliance – the blue collar workers who continue to work hard every day in strengthening our economy and its indomitable spirit of resilience.

To commemorate their untiring efforts and commitment to their work, Voltas has launched a new digital film titled, "#HumseDeshKiPehchaan". The film celebrates the role of the blue-collar workforce in building the nation and keeping its wheels turning, without a pause.

Launched on the occasion of India's Independence Day – 15th August, 2022 – this film honours and acknowledges the zeal of Voltas workers, and the undying spirit of over 300 million

blue-collar workers across the country. These ground-level warriors are indeed the inspiration and the driving force for everyone. This film is a humble tribute that aims to give voice to the members of the blue-collar worker community, who have been tirelessly working and skilling themselves, thereby to the goal of making India 'Atmanirbhar' or self-reliant.

Mr Pradeep Bakshi, Managing Director & CEO, said, "This Independence Day is an opportunity for us to reminisce the contribution of the Voltas family in building the nation. We, at Voltas, have always focused on the holistic growth of the company, its employees, external stakeholders and the country. This video expresses how our pillar, the shop-floor workforce, is our strength in making India self-reliant. 'Atmanirbhar Bharat' is an initiative that needs to be ingrained from ground level to help every individual become independent, while contributing to the nation's economic and social growth."



#HumseDeshKiPehchaan



“

I am really happy to be working with Voltas, which is a part of Make In India. It makes me feel very proud!

BASIR ALAM,
Fitter

“

I cannot think of any other way to be independent than the company's training and my work which has made me self-reliant. I am confident in my abilities now.

**RAMILABEN C
BHABHOR,
C.H.P**

“

There is a lot to learn at Voltas. I am self-sufficient and feel more independent and equipped than ever with my ability to support myself and those around me.

VAISHALI J VANKAR,
C.H.P

In the film, Voltas factory workers express their pride to be a part of India's development and growth. As a quintessentially Indian company at heart, Voltas aspires to not only become self-reliant but also empower its workforce in creating a future where they can rely on their skills for their own betterment, as well as that of the country. The film showcases work done by Voltas in promoting sustainable livelihoods and community development, and addressing the national issue of skilling as means to tackle unemployment.

The video also highlights how the lives of industrial workers and youngsters who have been trained under Voltas' CSR programmes, have changed for the better.

As a Tata Group company, Voltas believes that economic self-sufficiency is essential for social development of the country. As part of its sustainable livelihoods initiatives, the company focuses on improving employability among youth aged 18 to 25 through skill development programmes, job



“

The company encourages us to learn on the job. I am proud to be associated with Voltas because it is such a big name and they contribute immensely to our country.

RAJESH SHARMA,
Welder

“

When people ask me where I work, I proudly say that I work with Voltas, because they contribute to the growth of our country and so I am helping my fellow countrymen.

SUNIL MADHESIA
Welder

“

I have realised the importance of being self-sufficient and independent because of the training I received at Voltas.

AMIT KUMAR SINGH,
Production

training, and appropriate placement.

Under the Affirmative Action initiative, the company has also made an attempt to reach out to the most marginalised and underprivileged members of society, working with the NGO Pratham Education Foundation to give residential training in the plumbing and electrical trades in Maharashtra.

Voltas has empowered over 17,000 youth from marginalised sections of

the community under its Sustainable Livelihood (Skill Development) programme.

This includes technical and non-technical training, conducted in partnership with reputed organisations, through its 27 Skill Training Centers located across 13 states. The larger goal is to train around 45,000 technicians by 2025, thereby empowering Indian youth and their families through employment creation and much-needed financial independence. ●

STAY TUNED



Scan the QR code to subscribe to our YouTube channel and get notified for the campaign video

GHAR LE AAO PAHADON WALI SAAF HAWA!



The Pahadon Wali Saaf Hawa campaign promotes the new range of Voltas ACs with HEPA filter technology



Voltas announced its summer campaign 'Ghar le aao, pahadon wali saaf hawa' to support the launch of its new range of PureAir ACs.

The campaign informs customers about the USP of the new AC range: cool, pure and clean air like a mountain breeze. Also covered are other customer-friendly features for optimisation of operating expenses, which gives users significant cost and energy savings.

The PureAir AC range, India's first AC with HEPA filter technology, also brings to the market other high-end features such as the PM 1.0 Sensor and AQI Indicator (another industry first). Also significant – it comes with a 6-stage adjustable tonnage mode that allows users to switch tonnage depending on the ambient temperature or the number of people in the room.



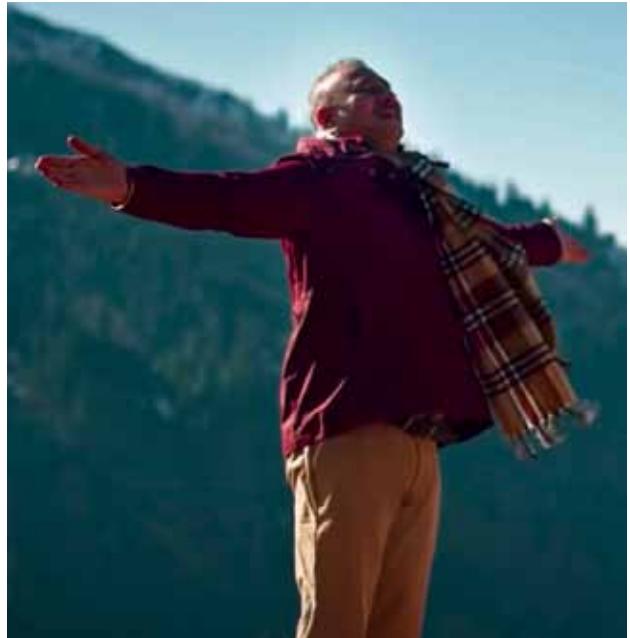


“The campaign conveys the strong message that the new range of Voltas ACs with HEPA filter technology helps consumers to experience mountain-like quality of air. **”**

Deba Ghoshal, Vice President and Head of Marketing, Voltas Ltd.

"The campaign will help consumers to stay engaged with the brand in a meaningful yet topical manner, giving them a compelling reason to buy a Voltas AC. Along with the television campaign, we promoted the key message through our omni-channel approach across print, digital, social and radio," says Deba Ghoshal, VP and Head of Marketing, Voltas Ltd.

Conceptualised by Ogilvy, the film recasts the father-son banter theme typical of Voltas TVCs. It shows the father going to the mountain in search of clean air only to find heavy traffic and large crowds. When he returns home disappointed, the son provides him with the solution - the Voltas PureAir Adjustable AC. ●





Stronger and better

Voltas product innovations for 2022

New products in 2022 – Keeping pace with new trends and committed to delivering customer delight

With its fingers firm on the customer pulse, the Voltas product line-up for 2022 reflects a relentless focus on customer needs and preferences, and brings the latest in technology to its offerings

In this special year when India celebrates 75 years of independence, it is time to march ahead with enthusiasm, and a great new product pipeline that responds to emerging market trends.

The consumer white goods sector is looking up like never before as consumers aspire to upgrade and buy new appliances. Voltas with its solid credentials, aggressive customer focus and a foundation built on Tata values, is well-positioned to make the most of this opportunity.

Customer-centric product development lays emphasis on a relentless process of gathering, tracking and acting on customer feedback with the end goal of developing

products that customers truly love and see value in.

This is an approach that has been refined and perfected by Voltas over the years. It's no surprise then that the brand continues to be India's undisputed leader in cooling products and the No.1 air conditioner brand in the country.

PRODUCTS THAT DELIGHT CONSUMERS

The first half of the year saw some impressive action, as always, with a powerful pipeline of new products in line with the enduring Voltas legacy and operating philosophy.

Voltas launched over 80 SKUs in the AC segment in 2022, including 45 SKUs in inverter ACs, 17 in split ACs, and 12 in the window AC segment, besides cassette and tower ACs. The company also launched 3 SKUs of PureAir inverter ACs.

The wide range and innovative product portfolio is the result of Voltas' continued focus on evolving customer preferences. These new product launches came from

the findings of a company survey, which indicated that 77 percent of Indians want their ACs to be upgraded with new air purification technology. Along with cooling and savings benefits, consumers said they valued comfort, convenience, health and technology as top priorities.

Ergo, Voltas launched India's First AC with HEPA Filter technology. "Consumers are now looking at upgraded features in their ACs that cater to their health and purification needs. Based on this insight, we have introduced Voltas PureAir inverter air conditioners that have a HEPA Filter along with PM1.0 Sensor, AQI Indicator and a 6-stage adjustable mode," said Pradeep Bakshi, MD & CEO.

This PureAir 6-stage adjustable inverter AC comes with unique 'Pure & Flexible Air Conditioning', powered by a HEPA Filter, a PM 1.0 Sensor and an AQI Indicator – yet another industry-first. The adjustable tonnage mode in this AC allows users to switch within multiple tonnages, depending on the ambient heat or the number of people in the room.

Responding with agility to changing market



Voltas Beko Platter



Washing Machine Range

requirements, with a slew of new products that address Indian customer preferences, tastes and evolving needs is ingrained in the Voltas culture.

Another recent product segment where Voltas has introduced new models and features is fresh air coolers. The year has seen 38 SKUs of fresh air coolers being launched in various sub-categories such

as personal, window, tower and desert air coolers. Among these, the Windsor model with 4-sided cooling advantage and Epicool model with style and ultra-cooling, aim to break the clutter with their unique styling and air delivery.

Voltas has also strengthened its portfolio in the commercial refrigeration product segment by introducing 60 SKUs, including models such as a convertible freezer, a freezer on wheels and a curved glass freezer. The company has also launched 22 SKUs of water dispensers and 25 SKUs of water coolers.



Voltas AC Platter



Commercial Refrigeration

VOLTAS-BEKO: A NEW RANGE OF HAPPINESS, DELIVERED

This customer-centric approach is also reflected at Voltas Beko, a JV between Voltas and Arçelik, Europe's leading freestanding consumer durables player.

The brand has introduced a whole new range of refrigerators and washing machines in 2022 with health, freshness and hygiene as a core proposition.

The Voltas Beko range of refrigerators is equipped with HarvestFresh™ Technology – a unique three-colour light technology that cleverly mimics the 24-hour sun cycle. This helps preserve the goodness of the fruits and vegetables for longer. The refrigerators also include dynamic features such as NeoFrost™ Dual Cooling, Fresh Guard™ and Ion Guard™.

Designed to fit every home, the new refrigerator range comes with a standard BEE Star Rating, and is available in a variety of sizes.

Ensuring good health for its customers underpins the concept of the Voltas Beko new range of washing machines and its top-load variants, as well. As India's first 5-star rated semi-automatic twin tub washing machine, the top-load variant comes with industry-defining features such Hygiene+, a programme that provides anti-allergic laundry for those with sensitive skin.

The new washing machines also come with dynamic functions such as StainExpert™, Air Therapy™, Silent-Tech™, OptiSense™, GentleWave™ and Prosmart™ Inverter Motor. With this range, the Voltas Beko washing machine portfolio now spans load capacities from 7.5 kg to 14 kg.



Dishwasher Range

Innovation also underpins Voltas Beko's new range of products in the microwave oven and dish washer categories. Voltas Beko has expanded the microwave oven product portfolio with its solo, grill and convection units. Additionally, the brand has come up with ground-breaking functional features such as Aqualntense™ and Fast+ for dishwashers that are expected to win over customers' trust and interest in the brand.

MADE IN INDIA, FOR INDIA

While the new product development process is a testament to Voltas' sustained efforts to retain customer loyalty and stay ahead in the game, it also bolsters the company's steadfast commitment to the Make in India initiative.

In keeping with the brand promise and nation-building ethos, Voltas and Voltas Beko products are being manufactured within India. This will hopefully contribute to boosting the Indian manufacturing sector and help create more employment opportunities for youth, especially those from marginalised backgrounds.

As the Indian white goods segment heats up with fierce competition in a post-pandemic recovery phase, Voltas stands tall and confident. A dedicated and passionate workforce, strong foundations of innovation, R&D and customer centricity, and a progressive culture make the brand a force to reckon with – now and in the years to come. ●



Air Cooler Platter

Check out our new exciting range of offerings in 2022!



Scan the QR code to visit the Voltas lounge – a one-stop destination for Voltas and Voltas Beko products

MAKING A MARK WITH eHACKATHONS

The 2022 eHackathons were yet another test of the collaborative power of Tata employees as they brainstormed to find innovative solutions to vexing business challenges in other group companies



A yearly ritual of sorts that is among the most engaging activities that Tata employees look forward to, the eHackathons serve as a much-needed source of fresh and innovative ideas from across the Group.

At a time when faster time-to-market, swift responses to changes in demand, and higher service quality and cost-effectiveness are becoming the norm, conventional solutions to new business problems just won't cut it anymore.

Generating creative solutions and innovative ideas through collaboration is therefore the best way to push the limits of the reservoir of skills and talent within the Tata universe – the individual and collective wisdom of its people.

Converting ideas into a reality, solving real business problems and aligning goals with outcomes – the bar is set higher with each passing month and year, and with each new eHackathon challenge.



REFRESHING SOLUTIONS

In April 2022, the Tata Ideas portal kicked off the eHackathon with 'Customer Experience' as the central theme with challenges across the three key areas of sales, after-sales and branding. Tata Power had a challenge around deepening the footprint of its solar rooftops business in the MSME sector. Tata Power DDL needed ideas on strategising for effective communication to reach the masses. Titan sought a transformation of the customer experience through immersive storytelling, while Tata Realty needed innovative ideas around establishing robust customer relationships.

In May 2022, the contest showcased the theme of 'Multiplying eHackathons, with five multidimensional challenges from two Tata companies – Tata Steel and Tata Motors.

TATA STEEL HAD THREE CHALLENGES:

- Driving customer obsession
- Exploring an alternate method of sealing the mini-stands and
- Recovering evaporated water from the cooling tower cost-effectively

THE PROBLEMS FACED BY TATA MOTORS CENTERED AROUND:

- How to get potential buyers of small commercial vehicles via digital means and
- How to develop a more profound impact for Tata Motors CVBU brands in markets across South India.

The theme for the month of June, 'Innovating in Core Operations', invited ideas to address operational challenges from five Tata businesses.

Tata Chemicals posed a challenge of creating an online device or instrument to measure real-time iodine content in salt. Tata Power sought ideas on workforce and material mobility at its floating solar projects, while Tata Power-DDL was grappling with the operational issues around providing electricity in congested areas. For Tata Steel it was a need for an alternate communication system for open cast mines, while Vistara was looking for new solutions to enable real-time tracking of activities involved in the turnaround of its aircraft.

The multiplying eHackathons for July came as four multidimensional challenges from three Tata companies. Tata Sons put up the challenge of scaling up lead generation to solve technical challenges, while Tata Steel UISIL is looking for ways to enhance community participation in the prevention of dengue and its control in areas served by the company. Titan took presented two challenges – one on building an eCommerce channel for CBG gift cards, and the other on ways to sustain its work culture in a hybrid work environment.

With the collaboration phase for the final round having ended on July 28, 2022, it is time now for the results of the 2022 eHackathon challenge that will finally be out on September 1, 2022. May the most innovative team win! ●

HIGH FIVE AWARDS

THANKING VOLTASITES



The commitment and diversity of skills, experience, and perspectives of Voltasites is unparalleled. There are some, who strive to go beyond their designated responsibilities, to stretch themselves when the need arises and do more than was expected of them.

To appreciate their special contribution and efforts, Voltas has been running a rewards and recognition programme – ***The High Five awards*** – since March 2016. The High Five award is conferred for the exemplary strength of character and the passion for excellence shown by these exceptional team members, who bring recognition and respect to their respective departments/units, as well.

Voltas would also like to take this opportunity to thank all Voltasites for their dedication and hard work, and wish them continued success.

Scan the QR code to get to know more about the Voltasites who received the High Five Awards for 2022, for going above and beyond their work routines and inspiring others. ●



Scan the QR code to get to know who received the High Five awards for 2022.

68TH AGM AND CONSOLIDATED FINANCIAL RESULTS

Looking ahead with positivity

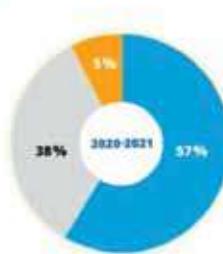
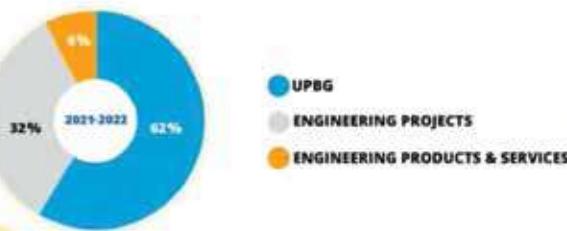


The 68th Annual General Meeting of Voltas was held on Friday, 24th June, 2022 at 3.00 pm through video conferencing (VC). It was held at Voltas Office, Mumbai, and was presided over by Noel N Tata, Chairman of the company and Pradeep Bakshi, MD & CEO. All the directors attended through VC.

The AGM started with a quick video snapshot of the company's annual performance followed by an interesting Q&A session with the investors. Shareholders were also requested to express their views, ask questions and seek clarifications, if any, which were suitably responded to.

CREATING RIGHT VALUES TO PROGRESS WITH OUR STAKEHOLDERS

REVENUE BY SEGMENT (%)



Scan the QR code to listen to the AGM recording and view the annual performance video on our website

VOLTAS

NO.1
SPLIT AC
MANUFACTURER



A WHOLE NEW EXPERIENCE

Voltas & Voltas Beko launch the third Experience Zone in Mumbai showcasing their innovative range of products and the company's sustainable approach to business





Scan the QR code to
watch the Experience
Zone video

Anew Experience Zone – a unique state-of-the-art omni-channel initiative from Voltas – was recently unveiled at Prabhadevi in Mumbai. Spread over 5,000 sq ft, with real-time experience spaces, this is the third such facility by Voltas in the country.

The Voltas Experience Zone has been especially designed to make the home appliance buying experience of consumers more exciting and memorable. It showcases refrigerators, washing machines, microwaves, dishwashers, cooking appliances, and the formidable range of Voltas

air conditioners, air purifiers and other innovative cooling products. Among the unique concepts that the Experience Zone showcases is the Sustainability Zone, where products made from recycled fishnet waste, recycled plastic bottles and thread waste, are on display.

The Voltas Experience Zone has a section dedicated to hygienic home products, and the HomeWhiz™ platform that provides a range of connected home appliances, products and services, allowing consumers to have a first-hand experience of living in a smart home. ●

Cleaning up the Gujarat coast



Voltas inaugurates its first Solid Waste Management plant in Gujarat.

Furthering its commitment to environmental conservation, Voltas inaugurated its first solid waste management plant in Madodhar village, close to the Waghodia manufacturing unit.

As part of the company's Kachare Se Azadi (freedom from garbage) initiative, the plant will assist in responsible management of solid waste in the ecologically sensitive Gujarat coastal region. For this project, Voltas has joined hands with the Coastal Salinity Prevention Cell (CSPC), where Tata Trusts is a partner organisation.

Until now, garbage from homes in the area was being collected and dumped in an open space outside the village. With the commissioning of the waste management plant, over 2,000 homes in 22 residential societies of Madodhar will stand to benefit.

The plant – to be operated by the company for a year, and subsequently handed over to the Madodhar Gram Panchayat – aims to significantly improve the lives of the 10,000-odd residents in the area, and help raise awareness about energy conservation and other environment-friendly practices. ●





PARTNERING IN QATAR'S PROGRESS

Voltas Qatar awarded MEP contract for NFE project

Voltas Qatar WLL was awarded its first Oil & Gas order by Qatar Energy as part of its North Field Expansion (NFE) project. This MEP Works contract was awarded along with the main contractor HBK Contracting Co. WLL and CTJV Chiyoda-Technip JV.

With its extensive experience in catering to residential, commercial and mixed-use buildings in the past, this project opens new avenues for Voltas Qatar to establish a firm foothold in the region's energy sector.

The contract was signed during May 2022, and the company's mobilisation activities are already

underway. Voltas has initiated the process of obtaining ISO 29001 certification, mandated for O&G projects.

The NFE project marks the first phase of LNG expansion in Qatar, with four mega LNG trains.

The contract awarded to Voltas forms part of the first LNG train. This includes 28 blast / non-blast buildings under flare region with substations, ITRs, Main Control Building, Laboratory, FireStation, Office Building, Carparks and Gatehouses. The project is scheduled for handover to the client in March 2025. ●





BUILDING LEADERS – *The Voltas Way*

A new holistic programme aims to equip Voltas managers with the skills and competencies they need to become better leaders

Voltas businesses have cohorts of people performing similar roles e.g., Area Sales Managers, Customer Care Managers, Branch Business Managers, Area Service Managers, and so on. As the entire cohort of a given

role has the same KPIs, the business requirements and the development journey also need similar inputs.

Based on this principle, the Voltas L&D team has designed a new Leadership Development Programme titled Role-Based

Leadership Development (RBLD). This holistic leadership journey is based on the 70:20:10 principle, and a blended approach to learning.

The L&D team began with extensive brainstorming sessions held jointly with

The journey was customised and designed according to the required roles and business requirements, as shown below:



Leading Yourself



Leading Team



Channel Success



Leading Business



business leaders across levels, from the CAC division. This helped design a long-term programme with periodic interventions across four stages – Leading Yourself, Leading Team, Channel Success, and Leading Business. Each stage involves assessments, assignments, digital learning and Virtual Instructor-Led Training (VILT).

The intent was to help develop effective people managers, increase sales, strengthen channel management and improve financial outcomes, as participants go through different phases of learning.

The process started with an assessment on

six leadership traits – conscientiousness, adjustment, curiosity, risk approach, ambiguity acceptance, and competitiveness – as part of the Thomas assessment tool, to better understand each person's unique leadership style and potential areas for improvement. Each trait was ranked as low, moderate, optimal, or excessive. The summarised outcome of this exercise was incorporated into the VILT design.

The learning journey was blended with experiential, social and formal training, which involved problem-solving approaches, reflection, 'giving and taking' feedback, network learning, action learning, workshops, and e-learning.

LDP modules designed by MIT Sloan School business publishing, and available on the Percipio LXP platform, ensure the implementation of learning through assignments and assessments. It empowers Voltas managers to adroitly navigate the new leadership environment.

The entire process was facilitated by a senior coach and a veteran trainer who has been shaping role-based leadership approaches in periodic VILT sessions. Small groups of participants have been formed and assigned group projects for presentation. This ensures that managers start working in a group, and get a flavour of peer and social learning, as well. ●

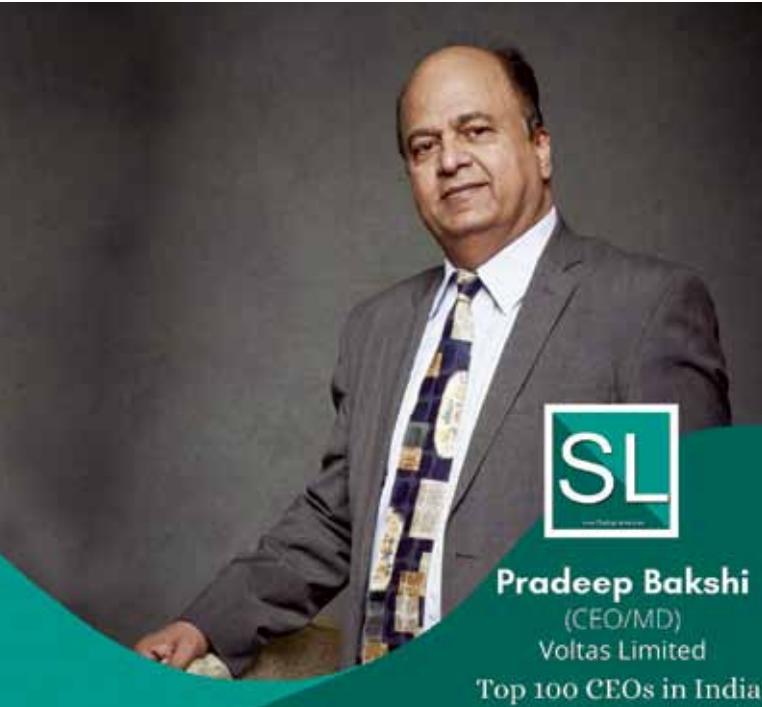
MAKING INDIA PROUD

Voltasites have been making the company proud over the years through their dedication and competitive spirit. Here are some of the awards won by Voltas teams across India and overseas

As a Tata company, Voltas has been known for consistently setting the bar high for the industry and becoming a leading brand. Thanks to the efforts of its people, the company continues to win accolades and global recognition. The awards bagged by the company in the past months are not only a testament to Voltas's sustained commitment to business excellence, they also strengthen its credentials as a responsible corporate citizen.

LEADING BY EXAMPLE

Pradeep Bakshi ranked among the top 100 Indian CEOs



Great leadership is critical for the success of any great enterprise. At Voltas, the leadership team has provided exemplary strategic direction for the company to excel and stand out from its competitors. The contribution of Pradeep Bakshi, MD & CEO, Voltas, recently came in for some well-deserved recognition, when he was ranked among the top 100 CEOs in India by StartupLanes, a global ecosystem enabler for startups that operates in 56 cities across 15 countries.

Mr Bakshi joins other notable names such as Srinath Narasimhan, CEO, Tata Trusts; Rajesh Gopinathan, CEO & MD, TCS; TV Narendran, CEO & MD, Tata Steel; Mukesh Ambani, Chairman & MD, Reliance Industries; and Salil Parikh, CEO & MD, Infosys. This leadership honour is a proud moment for Voltasites, who join in congratulating Mr Bakshi. ●



A BIG WIN FOR SUSTAINABILITY!

Voltas product awarded the Most Energy Efficient Appliance of the Year

As an industry leader, Voltas stays committed to the UN Sustainable Development Goals. The company's sustainability credentials got a big boost when it was bestowed with the prestigious National Energy Conservation Award, 2021.

Voltas won the award for the Most Energy Efficient Appliance of the Year in the air-conditioner category. The company outperformed all other consumer durables players to bag this award for its air conditioner model 4502911-Voltas SAC 183V CZJ, currently considered a marvel of smart engineering in its category.

Pradeep Bakshi, MD & CEO, received the award from RK Singh, India's Union Minister for Power, New & Renewable Energy at a function held in Vigyan Bhawan, Delhi, in December 2021.

Instituted by the Government of India's Ministry of Power, the National Energy Conservation Award recognises enterprises for their proactive efforts to reduce energy consumption, while maintaining capacity.

Voltas has won the award four times in the past which is proof of the company's consistent and continual efforts to build an energy efficient nation through innovative solutions. ●

EXCELLING IN EXCELLENCE

Voltas won the award for sharing the maximum number of best practices at Tata BEC 2021

Fostering a culture of excellence is central to the business ethos at Voltas and at the Tata Group. This drive for excellence was recognised at the Tata Business Excellence Convention (BEC), 2021.

Voltas won jury commendation for its unique and significant contribution to the Tata Group's business excellence journey. The company has the distinction of sharing the maximum number of best practices among Tata companies. Girish Shah, Customer Service Head-UPBG, was honoured for conducting the maximum number of customer service best practices sharing sessions.

The award was conferred by Saurabh Agarwal, Group Chief Financial Officer, Tata Sons in the presence of N Chandrasekaran, Chairman, Tata Sons. Organised by the Tata Business Excellence Group (TBExG), the convention celebrates contributions by Tata companies to build a culture of improvement and nurture excellence within the Group. ●



TRANSFORMING LIVES, ONE JOB AT A TIME

Voltas bags the honours at the 7th CSR Impact Awards for generating sustainable livelihoods

Voltas believes in building a future that promises sustainable and equitable development. The company's philosophy stems from the Tata Group's ethos of giving back to the communities it serves. The company's CSR initiative to bring about change at scale was commended and adjudged the winner at the 7th CSR Impact Awards.

Work done by Voltas CSR in its Sustainable Livelihood projects won the honours in the skill development (large projects) category. These projects have been instrumental in empowering youth from marginalised sections of the society gain employment through relevant skills training. Designed to deliver long-term impact and create value for the beneficiaries, Voltas' sustainable livelihood projects have helped over 17,000 young men and women through both technical and non-technical training, since 2002. Additionally, over 6,000 technicians have also been trained through the Recognition of Prior Learning programme.

Voltas received a trophy and a certificate at the awards ceremony, held as part of the three-day India CSR Summit, 2021.

Instituted by CSRBox, the awards focus on identifying high-impact CSR projects in 15 categories on a pan-India level. Kudos the Voltas CSR team.●



SAFETY, ABOVE ALL

Voltas wins gold at the HSE&S Awards 2021

Sustainability is deeply embedded within the DNA of Voltas. The company accords great importance to Health, Safety, Environment and Sustainability (HSE&S), and has been setting new benchmarks for the industry. For its continued and consistent efforts in the HSE&S space, Voltas was recognised at the HSE&S Excellence Awards 2021 organised by the Occupational Health Safety and Sustainability Association of India (OHSSAI).

Voltas bagged the Gold award for its Digital Safety Excellence Centre at Beed, in the construction category. Nandlal Singh, senior general manager, BU head Infra Projects, was also honoured with the HSE&S Leadership Award. The awards recognise companies with innovative HSE&S ideas.

Voltas outperformed its competitors in five important parameters – safety performance, safety initiatives and innovations, continuous improvement and continual improvement through innovations, and effectiveness of training. ●

SHINING BRIGHT IN OMAN

IOBG was awarded MEP Contractor of the Year for the Oman Across Ages Museum

Continuing its award-winning streak from 2021, Voltas IOBG began this year too with a big bang, winning the MEP Contractor of the Year Award for large projects. Voltas won the honour for its contribution to the work done for the Oman Across Ages Museum, a celebration of the country's economic, cultural and social renaissance since the 1970s.

This award was bestowed for displaying exemplary standards of MEP contracting work by the Voltas IOBG team. The complexity of the unique project, from the design, engineering and delivery perspectives, were also taken into consideration by the jury while evaluating the project. The award is a prestigious win for Voltas, considering the level of competition, the other projects that were considered by the awards jury, and the geographies covered. More power to the IOBG team! ●



CONQUERING NEW GROUND IN THE MIDDLE EAST MARKET

OBG makes it to the HVAC Power 25 list in the Middle East

The Voltas IOBG team has made it to the HVAC Power 25 list, published by MEP Middle East magazine. This is a coveted position that the company has earned for its exemplary work in the HVAC domain in the Middle East region. The IOBG team has been operating in most Gulf Cooperation Council (GCC) countries for over two decades. As a turnkey MEP solutions provider, Voltas IOBG has executed iconic projects within the GCC countries such as airports, hospitals, hotels, defence air bases, industrial plants, etc.

This is one more feather in the cap for the IOBG team. Congratulations! ●



SCORING A HAT TRICK

IOBG won in 3 categories at the MEP Awards 2022

Voltas is widely respected for its operational ethos and business philosophy, across the world. Even in the face of stiff competition, the company has been successful in creating a mark for itself in the Middle East's construction sector.

The company's stellar achievements were recognised at the MEP Awards 2022, where the IOBG team walked away with three accolades. The awards, instituted by Construction Business News Middle East (CBNME), honours the achievement of businesses in the region's construction industry.

These three prestigious awards were received by the Voltas IOBG team in the presence of industry leaders and dignitaries from the ME region. ●

If you want to walk fast, walk alone. But if you want to walk far, walk together.
— Ratan Tata

DEMONSTRATING EXCELLENCE

Voltas Oman named Technical Facilities Management Company of the Year for 2022

Voltas Oman Operations (Voltas Oman SPC and Lalbuksah Voltas Engineering Services & Trading LLC) has been named the Technical Facilities Management Company of the Year at the Oman Economic Review Manufacturing Excellence Summit, held in June 2022.

The Voltas team received the award from Dr Saleh bin Said Masan, Under-Secretary to the Ministry of Commerce Industry and Investment Promotion for Commerce and Industry. Great going, team Voltas Oman! ●



THE MOST PREFERRED CONSUMER BRAND

Voltas IOBG bags five major awards at MEP Middle East Awards 2021

It was indeed a big moment for Voltas as the company was recognised as one of the Most Preferred Brands for 2021. This award recognises the brand for sustained brilliance in brand building in the consumer durables category.

Instituted by Marksmen Daily, the award celebrates brands from both the B2B and B2C categories that figure at the top of the customers' consideration, preference and wish lists. It vindicates our efforts and commitment to create impactful and effective brand differentiation that resonates with consumers and stakeholders.●

LIVING UP TO CONSUMERS' TRUST

Voltas is the Most Trusted Brand in consumer durables for 2022

Through the past decades, Voltas has become synonymous with strong brand values, quality products and an unwavering commitment to its customers. The company has stayed true to its commitment – to offer the very best in quality and energy efficiency and the latest technology in its products.

It is hardly a surprise then that Voltas figures among the Most Trusted Brands in India for 2022. This award comes close on the heels of Voltas being adjudged the Most Preferred Brand.

The award for the Most Trusted Brand in the consumer durables category was received by Voltas MD & CEO Pradeep Bakshi, at a virtual ceremony. Voltas was recognised by the awards jury for demonstrating 'exemplary stakeholder capitalism, acting as a corporate ambassador par excellence, building bridges between industries and the communities' and for 'cementing its place among consumers'. ●



Sustainability is our Responsibility



Sustainability in the corporate context



Sustainability = ESG



Sustainability is about improving quality of life

-  Diversity and human rights
-  Workforce wellbeing and safety
-  Suppliers' health and safety
-  Environmental conservation
-  Eco-friendly materials and processes
-  Environment-friendly products
-  Community social responsibility

Why businesses need to be sustainable



How individuals can be more sustainable

- 
- 1**  Stop using single use plastic
 - 2**  Buy energy efficient appliances
 - 3**  Switch to cleaner sources of energy like solar
 - 4**  Shop locally
 - 5**  Stop food wastage
 - 6**  Avoid fast fashion
 - 7**  Buy organic products
 - 8**  Use eco-friendly cleaning supplies
 - 9**  Save water
 - 10**  Plant trees

How To Festival 3.0

Connecting architects with brand Voltas

At the 2022 edition of 'The How To Festival', Voltas reached out to future architects of the country with its latest offerings and technological innovations.



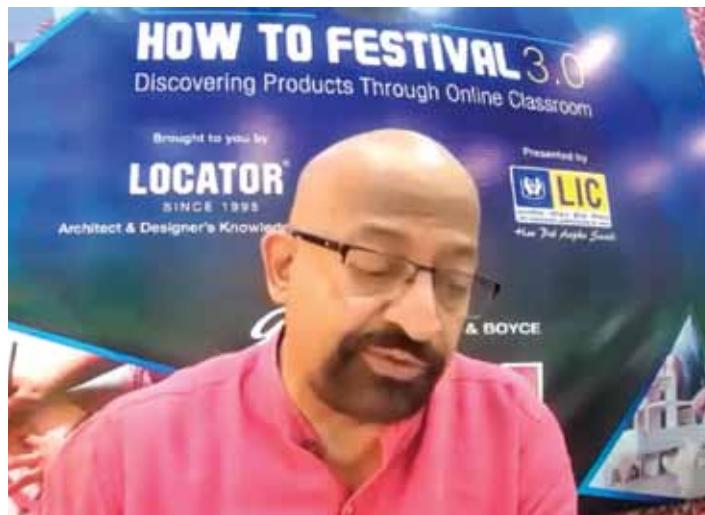
The third edition of the How To Festival, a unique platform for the exchange of product information and technology updates between market-leading brands and students of architecture, was held in March 2022.

As the brand partner for the grand finale of this event, Voltas successfully engaged with the future architects of the country, and educated them about the company's products and services.

The Project Director at Voltas spoke about an array of subjects related to Central AC systems such as the AC product line, the importance of IAQ, life safety systems, refrigeration, space lining, HVAC – Interior designs, Building Information Modeling (BIM), etc. Around 800 students who participated in the event came from India's top 20 architecture colleges.

These included Amity School of Architecture & Planning, Gurugram;

Live Q & A Session



About Voltas

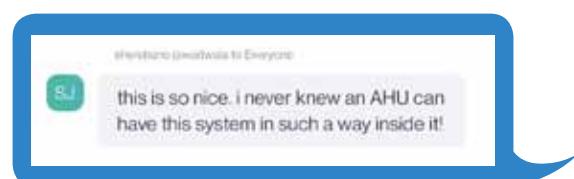
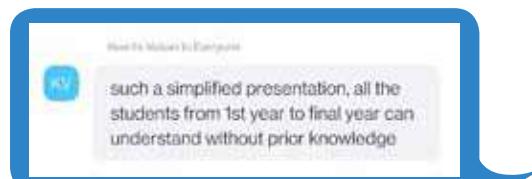
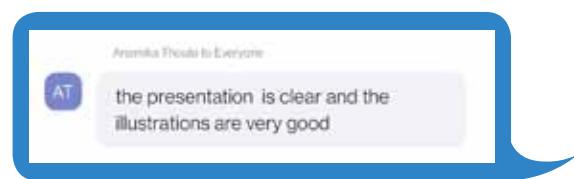
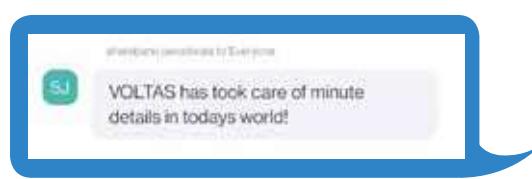


Bharati Vidyapeeth College of Architecture, Pune; Birla Institute of Technology, Ranchi; BMS College of Architecture, Bengaluru; Chandigarh College of Architecture, Chandigarh; IES College of and Ekistics, New Delhi; Malaviya National Architecture, Mumbai; ITM University, Raipur; Jamia Millia Islamia - Faculty of Architecture Institute of Technology, Jaipur; National Institute of Technology, Raipur; Rachana Sansad Academy of Architecture, Mumbai; Rizvi Colleges of Architecture, Mumbai; RV College of Architecture, Bengaluru; SCET College of Architecture, Surat; School of Planning & Architecture, Hyderabad; Sinhgad College of Architecture, Pune; Sir JJ College of Architecture, Mumbai; Sushant School of Art and Architecture, Gurugram; Thakur School of Architecture & Planning, Mumbai; and Vaishnavi School of Architecture & Planning, Hyderabad.

The How To Festival helps passing out students to become fully familiar with the latest products and technologies being launched by leading brands.

Through this event, Voltas and other participating companies were able to augment the knowledge of India's future architects with both theoretical and practical insights on new, emerging technologies in the appliances space.

The annual festival is powered by Locator India, a leading product reference guide for architects, designers and others in the Indian building industry for 27 years. Life Insurance Corporation of India was the presenting partner for this year's edition, while Godrej appliances, Godrej Interio, Godrej Security Solutions and KiTEC were brand partners, along with Voltas. ●



Making a mark: The Voltas success journey told through media stories

moneycontrol

Be a PRO

Interview | Price hikes may be necessary to pass on input cost pressures: Voltas MD Pradeep Bakshi

The leading AC maker is lining up nearly Rs 1,000 crore over the next 4-5 years through the PLI scheme, says Bakshi

Business Standard

Voltas wins the prestigious 'National Energy Conservation Award 2021'

With a journey that's closely intertwined with independent India, and its ups and downs, the Voltas brand story is a vibrant one, told through its innovations, customer centricity, and a never-say-die spirit that has sustained through the years.

Here are some snapshots of the media reports during the past quarter that validate our enduring commitment to stay true to our values and brand promise — now and always!

ADGOLLY®

Convenience & care with an emphasis on Connectivity - Voltas' focus in 2022



Pradeep Bakshi, MD & CEO, Voltas Limited, and Deba Ghoshal, Vice President and Head of Marketing, Voltas Limited, share how 2021 has been for the company. Bakshi highlights the three priorities for Voltas in 2021 – Agility, Consumer Centricity, and the next level of Digitisation. Ghoshal, on the other hand, mentions how Propositions

BusinessLine

Companies

Voltas sells 1.2 million units of AC in H1 CY22

PTI | New Delhi, July 15 | Updated On: Jul 15, 2022

Voltas' performance attributes to an increase in demand for cooling products given the intense summer

Tata group firm, Voltas on

Euromonitor said its sales grew by 1.2%

e4m

Voltas launches new campaign for its range of PureAir ACs

The ad film has been conceptualized by Ogilvy

By exchange4media Staff
Published: Apr 26, 2022 12:42 PM | 3 MIN READ



Scan the QR code to read the articles



JAMSETJI TATA

“

Freedom without the strength to support it and, if need be, defend it, would be a cruel delusion. And the strength to defend freedom can itself only come from widespread industrialisation and the infusion of modern science and technology into the country's economic life.