

VOLTAS launches elegant, new range of Room Air Conditioners in 2008

- ✓ **Corner AC, the 'Pristine', launched for the first time to India**
- ✓ **'Panache', a new range of ACs with Inverter technology**
- ✓ **'Elite' and 'Elan' – new elegant designs and sleek looks**
- ✓ **Power-Saving, 'Star' Rated Air Conditioners**

New Delhi, March 12, 2008: Voltas Limited, India's premier air conditioning and engineering services company of the Tata Group, has launched a whole new range of sleek-looking Room ACs in India for the premium and luxury segments. Functional as well as elegant, the new models are bound to heat up the AC market in the summer of 2008.

Among the new models is the first Corner AC to be introduced in India, the Vertis 'Pristine'. With a unique, triangular shape, the Pristine has been designed to fit discreetly on the wall in the corner of a room. It is therefore expected to be an instant hit with discerning consumers in upper end homes.

The portfolio also includes several new product ranges for consumers – the Vertis 'Panache', with the revolutionary DC Inverter Technology AC and a versatile Heating-Cooling function; the Vertis 'Elan'; the Vertis 'Elite'; the new-look Vertis Gold, the flagship Vertis Plus, and of course, the Vertis 'Pristine', the first Corner AC to be seen in India.

Voltas were the first company to go mainstream with Star Rated ACs last year, complying voluntarily with the government's energy efficiency-labeling program and system of test checks in government-approved laboratories, delivering clear-cut savings on electricity costs. The Voltas range includes 'Star Rated' ACs in both Splits and Windows, going right up to the most-efficient 5-star rated units. Voltas Room Air Conditioners are therefore fully geared up to deliver economical performance in 2008 and this, combined with their elegant looks, makes for a formidable product offering.

Voltas announced the launch of a total of 42 new models this year, at a press conference on Wednesday. Speaking on the occasion, Mr. Pradeep Bakshi, Vice President, Voltas said: *"Our endeavor in the Air Conditioning market is to lead the industry and make really good-looking as well as economical products available to all segments of consumers. We were the first to launch Star Rated ACs in 2007, to provide a power-efficient, money-saving option that is particularly relevant in these days of high electricity tariffs. This year we are introducing a whole new range of ACs with really exclusive designs. Our Vertis Pristine and Panache ranges in the premium segments of the ACs will compete with the best luxury brands in the market. As a Tata company, this is how Voltas seeks to provide superior solutions for households in a cost-effective manner"*.

The AC market, estimated to be 20 lac units (Windows and Splits) in 2007, is growing at a robust rate of 30% per annum. With their pioneering launch of Star Rated ACs last year, Voltas gained market share and are currently estimated to sell around one out of every six ACs sold in India, a 17% market share. Their new launch promises to grow the market further, since the products are backed with an advertising budget of Rs.30 Cr. Voltas also have an extensive distribution network of exclusive sales and service dealers in the country, in addition to being available at all leading retail and consumer electronics stores. With a stated target of achieving 20% market share, the company has put in place an aggressive distribution strategy to increase the number of Channel Partners from the current 2000 to about 3000 next year. Voltas is also investing around 2% of its turnover today in beefing its service infrastructure, to give the best service experience to customers.