

**Voltas enters market with 70 air conditioners this season****Beefs up its offering in 5-star rated ACs****Aims to achieve coveted number one position**

New Delhi, March 15, 2011: Voltas Limited, India's premiere air conditioning and engineering services company from the house of Tatas, today introduced its new, powerful range of Air Conditioners in the capacity band of 0.75T to 3 tons. The Company this year has planned to penetrate the market with a varied set of 70 air conditioners.

Voltas, being the first company to comply with Star Ratings by Bureau of Energy Efficiency, has given special thrust upon 5-star rated air conditioners and has added 5 new models with 20 variants to its existing line-up. Amongst new models, highlights for this year will be Vertis Elegant, Vertis Gemini, Vertis Pluto, Vertis Pearl and Platina, and the re-launch of the revolutionary DC Inverter Technology. The brand is a premier player to have introduced a large assortment of 5 star rated AC's in the 2T category, with one of a kind scroll compressor inbuilt into its product that assure maximum efficiency.

Speaking at a press conference, Mr. Pradeep Bakshi, Chief Operating Officer, Voltas Limited said, "We have developed this new range keeping in mind delight of our customers. Voltas for years has been synonymous with superior technology and eco-friendliness; however, with this collection we will surely be raved about for our aesthetically appealing and efficient products."

He also said, "Today, we are the second largest selling AC brand in India with 19% market share. We are shortly poised to take on the numero uno position. We get into the market this year with a mission – We The One – and hope to set new benchmarks in the cooling industry."

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The Company is continuing its campaign Sensible Cooling in the second year and is confident of providing its discerning customers with savings of upto 40% on their electricity bill. Voltas' superiority in efficient cooling can be gauged by the fact that it has received multiple awards for the best brand in air conditioning for the year 2010-11 from three different rating agencies viz. Superbrand, Powerbrand, Urjavarán and Trusted brand.

The Room AC market estimated to be 3.8 million units, including both windows and split ACs, in 2010 is growing at a robust rate of 30% over last year. Voltas seated comfortably in the second position with 19% market share sells about 1 out of every 5 ACs sold in India.

The Company will back the launch of these new products with a marketing budget of 50 Cr. for the current year. Today, Voltas' AC is sold from over 5000 touch points across India and this number is expected to grow by 20% next year.

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