

## **Voltas showcases its new summer campaign for All Star Inverter ACs**

*Launches its new TVCs to capture its new brand promise for Inverter AC;  
extensively supported by Print, Radio, Digital & BTL Activation*

**TVC Links:** [https://www.youtube.com/watch?time\\_continue=1&v=MOt6CmmNh9g](https://www.youtube.com/watch?time_continue=1&v=MOt6CmmNh9g)  
[https://www.youtube.com/watch?time\\_continue=4&v=nputQJZerEo](https://www.youtube.com/watch?time_continue=4&v=nputQJZerEo)

**Mumbai, April 5<sup>th</sup>, 2018:** Voltas, India's No. 1 AC brand, from the house of the Tatas, has launched its new brand campaign for its 2018 range of All Star Inverter ACs, with a 360 degree media amplification across Television, Print, Radio & Digital.

The campaign talks about the unique value proposition of "Steady Cooling & Steady Savings" and highlights the end consumer benefit of "complete peace of mind". The proposition is backed by the technology hook of a "Two Stage Steady Cool Inverter Compressor", which leads to Steady Cooling & Steady Savings.

The brand has recently released a highly engaging TVC which brings back Voltas' much loved protagonist "Murthy"; and this year Murthy has an unwanted "Atithi" at his residence. The Atithi (Murthy's country cousin) tries to make Murthy's life uncomfortable, by taking control of his house, during his visit. Since he (atithi) is very comfortable with Murthy's AC running 24 X 7, he gets funny ideas to impose his presence in Murthy's house. However, Murthy emerges smarter, since he has the Voltas All Star Inverter AC, which gives him the twin benefit of Steady Cooling & Steady Savings.

The TV campaign will be on air across GEC, News & Movies genres, and will also be aired during forthcoming IPL. It is supported with a heavy Print campaign across all leading national & regional dailies. Moreover, Radio & Digital will be used strategically to further multiply the brand communication.

Speaking about the campaign, Ajay Gehlot, Deputy Chief Creative Officer India & Chief Creative Officer North, Ogilvy & Mather said, "This year we had a task of emphasizing the core brand promise of "Steady Cooling, Steady Savings", without compromising on humor. And the two new TVCs capture the essence of the new brand promise in an engaging & interesting manner".

Adding to that, Deba Ghoshal, Vice President – Marketing & Key Accounts, Voltas UPBG, said "This year our unwanted Atithi will add extra spice in Murthy's life. However, we have

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full faith in Murthy, to crack the humor code, in a relevant manner; and win us more smiles and eyeballs.”

**About Voltas Limited:** In addition to its Unitary Cooling Products business (which includes Air Conditioners, Air Coolers and Commercial Refrigeration products), Voltas is a premier engineering solutions provider and project specialist. Founded in India in 1954, Voltas offers smart engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning (HVAC), refrigeration, electro-mechanical projects, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, electrification and indoor air quality. Voltas Ltd. is one of the top 10 companies within the Tata Group.

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