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**PRESS RELEASE**

## **'All-Weather' AC advertising honoured yet again... Voltas wins the prestigious E4M Prime Time Award!**

**January 28, 2016 Mumbai:** Voltas has once again walked away with top honours for the latest 'All-Weather' Smart AC campaign -- this time the Prime Time Award bestowed by *exchange4media (E4M)*, for *Best Media Strategy – Integrated TV Campaign*. The prize was received by Deba Ghoshal, Head of Marketing, last week at the awards function in Mumbai.

E4M's Prime Time Award is especially prestigious for being the only recognition dedicated to TV advertising, and celebrating 'creativity, innovation, planning and buying', in the words of Anurag Batra, Chairman of *exchange4media*, the organizers of the award.

The winning TV commercial ran in the summer months of March to June 2015, helping keep the brand in its No 1 position in the market, for the 4th year running.

To quote the strategic rationale stated in Voltas' submission, the campaign was intended to 'make the brand more aspirational and relevant for the target audience' and 'communicate the *Smart AC* proposition effectively', principally to a younger target group of 25 years and over, in the upper-middle consumer segments, in urban areas of over half a million plus population.

The brand's key proposition was 'All Year Comfort, All Year Savings', with three specific value offerings -- Smart Savings, Smart Remote, and Smart Sense. The communication led with a strong all-India TV push, backed by selective digital, print and radio media. According to TAM Media Research, the campaign maintained the highest share-of-voice in the category despite the increase in the number of advertisers. The campaign also scored the highest in 'visibility', 'top of mind awareness' and 'unaided awareness', and was considerably ahead in 'brand recognition / attribution' in its product category.

Expressing his delight on the occasion, Pradeep Bakshi (President and Chief Operating Officer-UPBG & MCED) said: "Indeed, we are very proud to have won the much coveted Prime Time Award. We know we earned it with a well-crafted marketing and media strategy, and the quality of our creative. It has achieved good results in the market till date, and that is the biggest honour of all."

### **Issued by :**

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