

Voltas & Voltas Beko launch a state-of-the-art experience zone in Bangalore

- *Voltas' first Experience Zone in South India*
- *Showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the state-of-the-art Experience Zone in Bangalore*

Bangalore, 18th January, 2021: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's, today, launched its second **Experience Zone** in **Halasuru at Bangalore**. The state-of-the-art centre was inaugurated by **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** in the presence of N.A Haris, MLA at Shanti Nagar in Bangalore. The experience zone will be operated by **M/s Peak Systems**.

The Experience Zone is being launched to offer a unique shopping experience and meet the growing expectations of consumers in a major city like Bangalore, with technologically advanced products of Voltas and Voltas Beko. M/s Peak Systems has been associated with Voltas Limited for over 33 years.

Speaking on this occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, *"We are thrilled to announce the inauguration of our very first Experience Zone in the Southern market. The experience centre will showcase an extensive range of Voltas Air Conditioning and cooling products, along with the latest range of Home Appliances. With customer centricity at the core of all our innovations, the experience zone in Bangalore has been introduced to offer a unique shopping experience to our consumers and meet the growing demand for technologically advanced and best in class appliances in the city"*.

He also added saying, *"As a market leader in the AC category, the southern region has always been a key market for us. We are also exploring to have a new manufacturing hub in South as we believe domestic manufacturing will play an important role going ahead and keep us rooted to the government's 'Make in India' initiative."*

The Experience Zone features a well-designed and visually appealing **display of the new range of Voltas and Voltas Beko products, comprising of Air Conditioners, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Air Purifiers, Refrigerators, Washing Machines, Microwaves and Dishwashers**. Conveniently located in the prime vicinity of Bangalore, No 14, Cambridge Road, Besides Lourdes Church, Halasuru; the Experience Zone is the 'one stop destination' for customers that will further enhance Voltas' brand experience and visibility.

On this occasion, to make the process of owning a new product easier for customers, the company has also launched a **special offer**, through which customers can avail attractive **offers** through various Credit & Debit Cards, **easy Finance Schemes** through NBFCs, and **Extended Warranty Schemes**, on all their products.

VOLTAS LIMITED

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About Voltas:

Voltas Limited is a premier air conditioning and engineering solutions provider and a Projects specialist. Founded in India in 1954, Voltas Limited is part of the Tata Group, and in addition to Air Conditioners, Air Coolers, Air Purifiers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; the company also offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, electrification, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India, with a footprint of over 20,000+ customer touchpoints. It has launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arçelik of Turkey.

About Voltas Beko:

Voltbek Home Appliances Private Limited (Voltbek) is an equal partnership joint venture between India's leading Air Conditioner company, Voltas Limited and Turkey's largest household appliances manufacturer, Arçelik. The brand 'Voltas.Beko' was launched in September 2018 and has in the past one year positioned itself as 'Partners of Everyday Happiness' in India. Their portfolio of products includes Refrigerators, Washing Machines, Microwaves/Ovens, and Dishwashers. The brand offers its consumers with state-of-the-art innovative products and leverages Voltas' brand & distribution strength and Arçelik's global expertise in product development. Voltas Beko has been consistently increasing its footprint in the Indian home appliances segment and has currently over 2000+ consumer touchpoints. The manufacturing facility is situated in Sanand, Gujarat and it went on-stream in January 2020.

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