

Voltas Beko launches India's first 5 Star rated Washing Machines

- Introduces 23 SKUs with 5 Star rating including semi and fully automatic washing machines
- A wide range of IoT enabled washing machines with unique features

New Delhi, August 14th, 2019: Voltbek Home Appliances Private Limited (Voltbek) - a JV between India's No. 1 AC Brand, Voltas and Europe's leading free standing consumer durables player, Arçelik, launched India's first 5 Star rated washing machines today. These products provide superior wash quality with minimal water usage and are energy efficient. The brand Voltas.Beko has an extensive range of 5 star rated products including 21 models of Twin Tub, Semi-automatic Washing Machines with Dual Power Rain feature and 2 models of Front Load Washing Machines.

This range of washing machines incorporate Voltas Beko's state-of-the-art energy efficient technologies including:

- **ProSmart™ Inverter Motor technology** which helps the washing machine provide **superior energy efficiency, low mechanical friction, lower noise levels and improves durability.**
- **5 Star rating** – Consumes less energy and water, provides better washing
- **Home Whiz** – Internet enabled machine, connect and operate the washing machine from your smart phone

Speaking on this occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, "As a Tata group Company, we have always endeavored to be a frontrunner in introducing technologically advanced products in the market. Right since the introduction of the first energy efficient ACs in 2007, we have ensured that our products are customer centric, made for India, environment friendly and technologically superior. Our 5 star rated washing machines provide customers with superior wash quality with minimal water consumption, and are also available at very attractive prices. With this launch, Voltas.Beko has reinforced its commitment to the environment by bringing the latest IoT enabled green technology to the Indian market."



About Voltas:

Voltas Limited is a premier air conditioning and engineering solutions provider and a Project specialist. Founded in India in 1954, Voltas Limited is part of the Tata Group, and in addition to Air Conditioners, Air Coolers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; Voltas offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, electrification, water management & treatment, cold chain solutions, building management systems, indoor air quality, textile machinery, and mining and construction equipment. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India with market share of more than 25% (as per the latest published reports for June 2019.)

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