

Voltas launches First Brand Shop in the Steel City at Birsa Road, Rourkela, Odisha
The 5th Brand Shop in the State

Voltas and Voltas Beko, collectively showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the new Brand Shop

Rourkela, 25th February, 2021: Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched its First Brand Shop – in the Steel City Rourkela at Birsa Road on 18th February 2021 and it is the 5th Brand Shop of the state. Currently, Voltas has over 140 Brand Shops all over the country and plans to launch many more by the end of 2021.

The brand shop features a well-designed and visually appealing **display of new range of Voltas and Voltas Beko products, comprising Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves and Dishwashers**. Conveniently located at the commercial centre of the city, the new brand shop would enhance Voltas' brand experience and visibility.

The Brand Shop is being launched to meet the expectations of consumers from a continuously developing city of Rourkela and will enable them to experience the best-in-class and technologically advanced range of products offered by Voltas and Voltas Beko.

Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited said, "We are delighted to announce the launch of a Voltas brand shop at Birsa Road, Rourkela. As a market leader, we have always placed the customer at the core of all our business operations and continue to endeavour to provide them with technologically advanced yet affordable products that address their needs. This new Brand Shop is an extension of this promise wherein we would be offering our range of Voltas and Voltas Beko products under one roof."

The **Voltas** 2021 AC product range includes over 130+ SKUs, with 95 SKUs in Inverter ACs, 20 in Split ACs and 20 in Window ACs, besides Cassette and Tower ACs. Along with this, Voltas has also launched a new range of Maha Adjustable Inverter AC range. The company has also launched 48 SKUs of its Voltas Fresh Air Coolers with Smart Humidity Controller and Honeycomb Cooling Pads, under various sub-categories such as Personal, Window, Tower and Desert Air Coolers. The Company also strengthened its overall portfolio by introducing 60 SKUs of Commercial Refrigeration products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer. The company has launched 17 SKUs of Water Dispensers, and 30 SKUs of Water Coolers. The company has recently launched its new range of Air Purifiers, comprising of 3 SKUs.

Through its new Home Appliances brand, **Voltas Beko**, the company has launched 99 SKUs of Refrigerators including the recently launched Direct Cool refrigerator, which have witnessed a huge traction throughout the country. Voltas Beko launched 13 SKUs of Front Load Washing Machines with Stain Expert Technology, 10 SKUs of Top Load Washing Machines with Dual Power Rain feature and 9 SKUs of Semi-Automatic Washing Machines, with Double Waterfall feature. The brand also

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launched 3 SKUs of Dishwashers, which has witnessed huge success recently; and 7 SKUs of Microwaves.

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 Arcelik of Turkey.

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