

## **Voltas Beko enables you to find joy even during this pandemic**

*~ Mindful of the increase in household responsibilities due to quarantine, Voltas Beko encourages families to adopt technology and save precious time spent on chores ~*

**Mumbai, 16<sup>th</sup> July 2020:** Voltbek Home Appliances Private Limited (Voltbek) - a JV between India's No. 1 AC Brand, Voltas and Europe's leading consumer durables player, Arçelik, has launched a new digital video commercial (DVC)- showcasing their **extensive range of Dishwashers and how they bring joy to our lives**. As all of us strive to strike that balance between work from home and household chores, the brand that has always enabled its users to find joy in their everyday life, encourages its audience to adopt technology to bring more convenience to their multitasking lives.

You can view the video here- **DVC Link:** <https://youtu.be/Q0bj-46SeVQ>

The digital video, conceptualized by Wunderman Thompson, is inspired by a bunch of friends who are doubling up their responsibilities on the personal and professional front. The film highlights how we trust our friends and loved ones when it comes to finding solutions. In this case, these friends, also multi-tasking as mothers at home, discuss how to wash dishes in the easiest possible way. And this is a question that households across the country seem to be asking as people try to strike a balance between work and the home. The film also depicts how, under the current circumstances, technology has stepped up as an important channel to maintain relationships and also interact with the world outside.

Commenting on the creative idea, **Joy Chauhan, Managing Partner, Wunderman Thompson, Delhi**, said, *"Interestingly, this piece of content for Voltas Beko is nothing short of we are eavesdropping on real time conversations and feelings of millions of Indian families. This communication is so real, because each one of us has been in the same boat due to the lockdown. Getting this right meant understanding the exact emotions of our consumer. Something we take a lot of pride in at Wunderman Thompson. Covid-19 will expedite the inclusion of technology in our kitchens and homes. We expect the demand to rise and the momentum to continue and this is just the beginning."*

Interestingly enough, it's this very technology that made it possible to produce this film under lockdown. Shot on the actors' own phones with the director calling the shots over video call, it has been a one-of-a-kind experience making this film.

Trusted by all Moms in India, Voltas Beko has always been celebrated for triggering conversations and offering products that ease the life of Mothers in India. With this film, the brand has once again touched our chords, yet in a fun way! Voltas Beko aims to provide its consumers with state-of-the-art innovative products that are designed to fulfil the unstated requirements of Indian consumers.

**VOLTAS LIMITED**

Corporate Communications Department

Voltas House A 4th Floor Dr Babasaheb Ambedkar Road Chinchpokli Mumbai 400 033

**Credentials:**

- Creative Agency: Wunderman Thompson, Delhi
- Managing Partner & Sr. VP: Joy Chauhan
- CCO: Senthil Kumar
- Creative Team: Siddharth Prasad, Malini Patnaik
- Servicing Lead: Charu Bhatnagar
- Account Management: Rahul K Singh, Drishti Ganguly
- Planning: Pinaki Bhattacharya, Nikhil Thakkar
- Production House: Small Fry

**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, 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. 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 brand, 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' and 'Tested by Real Moms' 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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