

**Voltas salutes the spirit of self-reliance this Republic Day; releases a DVC featuring young entrepreneurs**

*The new DVC features 8 young entrepreneurs who share what self-reliance means to them and how it equips them to prepare for the future*

**Mumbai, 25<sup>th</sup> January, 2021:** Voltas Limited, India's No. 1 AC brand, from the house of Tata's, has launched a new digital video commercial (DVC)- "**#CelebratingASelfReliantFuture**". Launched on the occasion of India's 72<sup>nd</sup> Republic Day, this DVC is a tribute to the young entrepreneurs who are paving the way to create a self-reliant nation.

The "**#CelebratingASelfReliantFuture**" video is inspired by the spirit of entrepreneurship – the strong need to be self-sufficient for a sustainable future and have courage to face challenges together as a nation. With this DVC, Voltas is reinforcing its commitment as a proud, #MadeInIndia brand that aims to not only become self-reliant, but also encourage the society to capitalise on the domestic resources and empower local communities.

You can view the video here- **DVC Link:** <https://youtu.be/IJHImEhK42M>

This video narrates the journey of budding entrepreneurs who define their role in making India self-reliant and how promising our 'Aatma-nirbhar Bharat' is in the future. The youth icons featured in the DVC are **Harsimran Sehgal** (Founder at [Cuppyright](#)) **Param Nayar** ([Water Conservationist](#)) **Dhruv Dhakad** ([Author](#) – A journey through my dreams), **Advait Thakur** (Founder and CEO at [Apex Infosys India](#)), **Pranay Gupta** (Co-founder at [Rendezvous by GHK](#)), **Ankitha Kanniganti** ([Volunteer](#)), **Dayanand Rajebhau Mule** (Volunteer for Vermi Composting at Beed District) and **Avneesh Chhabra** (Founder at [Qause](#)).

Commenting on the campaign, **Mr. Deba Ghoshal, Vice President and Head of Marketing, Voltas** said "This Republic Day, let's take a pause, and look into this new wave of young entrepreneurs, who have fought against all challenges, to establish their ideas into fruitful, self-reliant businesses, in the backdrop of the pandemic."

Voltas believes that in order to achieve social development, it is crucial to be economically self-sufficient. Hence under sustainable livelihood, emphasis is laid on enhancing employability of youth between the ages 18 to 25, through skill development programmes, on job training and suitable placement. Across **26** Voltas skilling centres in India, **21,556** students have been positively impacted by Voltas' various skill development programmes. The Company continues to fuel young minds that are exploring their entrepreneurial skills and celebrate the youth that promises a better and brighter future.

**VOLTAS LIMITED**

Corporate Communications Department

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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. It has launched its range of Voltas Beko Home Appliances, through its JV in India, in equal partnership with Arcelik of Turkey.

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