

Voltas and Tata Power Delhi Distribution Limited (TPDDL) partner to promote Energy Efficient ACs for consumers in Delhi

- *Scheme offers up to 50% discount on MRP of 1.5 Ton 5 Star Inverter Split AC on buying new or exchanging old non-star rated AC. An option of 1.5 Ton 5 Star Window is also available.*
- *Scheme exclusively open to TPDDL consumers, and any number of ACs can be purchased per customer*
- *As per industry estimates, 50 percent of Delhi's power demand in summers is because of the cooling load*

New Delhi, March 18, 2020: Voltas Limited, the undisputed market leader for Air-Conditioners in India, today announced its partnership with Tata Power Delhi Distribution Limited (TPDDL) to promote its 5 star energy efficient ACs. As part of the exclusive scheme, the consumers will be able to avail up to 50% discount on purchase of Voltas' 5-star rated ACs.

Under the scheme, TPDDL consumers can purchase new 1.5 Ton 5-star Inverter Split AC and Window AC and avail a discount of up to 50% on MRP for various models from Voltas. The scheme is exclusively open to all TP-DDL consumers in Delhi.

Besides providing an attractive price on the market price, the scheme would also help consumers save up on their electricity bills annually, depending upon their usage, thereby offering them twin advantages.

TPDDL consumers can avail the scheme against their CA numbers mentioned in the electricity bills. There is no cap on the number of ACs that can be purchased under this scheme.

The scheme has been targeted at households as the domestic sector accounts for almost 50% of energy consumption in Delhi. Besides attractive offers, the scheme comes with 5-year Comprehensive Warranty and 10-year Inverter Compressor Warranty

Features of '5 Star AC Scheme':

- Special rates for new ACs as well as on exchanging old ACs with BEE 5 star ACs only valid for Window and Inverter Split ACs.
- Consumers can avail the scheme at Tata Power-DDL Customer Care Centres with the following documents:
 - Latest Electricity Bill
 - Address Proof
- Customers can also register online on TPDDL website or through mobile app for the same from 25th March 2020
- Scheme is available on first come first serve basis

Commenting on this launch, **Mr. Pradeep Bakshi, MD & CEO, Voltas Limited** said, "We are delighted to partner with TPDDL and provide consumers in Delhi with 5 Star Inverter ACs that offers more savings in terms of cost and energy. As a Tata Group Company and a Market Leader in AC industry, Voltas has always been at the forefront of technological innovation and strives continuously to provide its customers with relevant, customer centric, technologically superior, green and environment friendly energy efficient products."

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Further commenting on the launch of the scheme, **Mr. Ganesh Srinivasan, CEO, Tata Power-DDL** said, *“Tata Power-DDL not only believes in supplying non-stop power but also taking sustainability initiatives by promoting energy efficient appliances. With this in mind we are offering energy efficient 5-Star Rated ACs to our consumers at discounted prices. This initiative envisages energy savings and reduction in electricity bills for consumers. I urge our consumers to make the most of this scheme”.*

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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, 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, 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 also recently launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

About Tata Power Delhi Distribution Limited:

Tata Power Delhi Distribution Limited is a joint venture between Tata Power & the Government of NCT of Delhi with the majority stake being held by Tata Power Company (51%). Serving a populace of 7 Million with a customer base of 1.7 Million in a distribution area of 510 sq. km. and peak load of 2074 MW, the company distributes electricity in North Delhi. The company has been ranked 4th amongst the Great Places to Work for in India and also featured amongst the Best Workplaces to Work for Women in India. It has won several accolades like Safety Innovation Award 2019, CII- National Energy Management Award 2019, SKOCH Award 2019, Asian Power Awards 2019, CMO Asia Award, BML Munjal Awards- Learning & Development 2019, CII- Innovative Financing & ESCO and recognized as Outstanding Green Energy Campaigner Organization by GBCI.

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