

Voltas Beko collaborates with Vim Matic to Deliver a complete dishwashing solution

This partnership will offer consumers a complete dishwashing solution, combining advanced dishwasher technology with premium cleaning power for a seamless kitchen experience

India, 20th December 2024: Voltas Beko, a JV between India's No. 1 AC Brand, Voltas, and Europe's leading free-standing consumer durables player, Arçelik, is proud to announce its collaboration with Vim Matic by Hindustan Unilever (HUL), India's leading dishwash brand. This partnership is set to enhance the dishwashing experience by combining Voltas Beko's advanced dishwashers with Vim Matic's powerful all-in-one cleaning tablets for seamless kitchen convenience. The partnership reinforces Voltas Beko's dedication to quality and customer satisfaction through its association with the globally recognized HUL brand.

The collaboration was amplified through a creative influencer marketing campaign featuring prominent personalities like Nauheed Cyrusi, Sushmita, Swati Bora, Yuvika Abrol, and Food for Shot Studios. These influencers have effectively captured the essence of the partnership by associating them to iconic pairs such as bun-mask and chai, presenting Voltas Beko dishwashers and Vim Matic tablets as the ultimate inseparable duo for modern households. The campaign highlights the unique features of both products, showcasing the advanced cleaning technology of Voltas Beko dishwashers for spotless results, paired with the powerful grease-fighting formula of Vim Matic tablets.

"We are delighted to team up with Vim Matic, as this partnership allows us to offer an exceptional dishwashing experience to our customers," said **Mr. Prasenjit Basu, Head of Marketing, Voltas Beko**. He added, "By bringing together Voltas Beko's innovative kitchen appliances and Vim's expertise in cleanliness, we are creating a powerful alliance in the home appliance sector. This collaboration not only broadens our reach but also reinforces our commitment to provide holistic solutions for modern households, simplifying daily chores and elevating the quality of life for our consumers. By leveraging each other's expertise, we are increasing visibility, driving sales, and ultimately solidifying our presence in the market."

Mr. Ashwini Rao, Home care India, Home & Hygiene Head, HUL added, "Consumers trust Vim for its superior degreasing ability. It was natural for us to partner with the brand like Voltas Beko for the upgrade for all our consumers needs to be fulfilled. Vim Matic has been designed to address the need of Indian consumers and help break the myth that dishwashers are not meant for India."

By combining forces, Voltas Beko and Vim Matic are committed to enhance the dishwashing experience for consumers, providing them with innovative solutions that meet the demands of today's busy lifestyles.

VOLTAS LIMITED

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About Voltas Beko:

Voltbek Home Appliances Private Limited (Voltas Beko) is an equal partnership joint venture between India's leading Air Conditioner Company, Voltas Limited, and one of Europe's largest household appliances manufacturers, Arçelik. The brand 'Voltas Beko' was launched in September 2018. Their portfolio of products includes Refrigerators, Washing Machines, Microwaves/Ovens and Dishwashers. The brand offers its consumers 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 7000 consumer touchpoints.

About Hindustan Unilever Limited:

Hindustan Unilever Limited (HUL) is India's largest Fast-Moving Consumer Goods company, with its products touching the lives of nine out of ten households in the country. HUL works to create a better future every day.

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