

VOLTAS strengthens its leadership position; Introduces its 2017 range of technically advanced cooling products

- 'All Star Inverter ACs' with its unique Two Stage Steady Cool compressor
- Diversified range of Voltas "Fresh Air Coolers" with Triple Filter advantage

New Delhi, March 27th, 2017: Voltas Limited, India's No. 1 room Air Conditioning brand, from the house of Tatas, fortified its leadership position in the Cooling category by crossing 1.5 million units in the year 2016-17. The company has also strengthened its market position by introducing the new range of 'Voltas All Star Inverter AC' based on the unique customer promise of 'All Weather Comfort. All Year Savings'. Voltas' new range of All Star Inverter AC is powered with the unique 'Two Stage Steady Cool Compressor' which delivers exemplary savings across all weather conditions. Unlike other ordinary Inverter ACs, the Voltas AC runs on a unique Two-Stage Compressor technology, which provides two stage expansion of the refrigerant, resulting in maximum efficiency, under extreme weather conditions.

The Voltas All Star Inverter AC offers a unique value proposition to the customer:

- High ambient cooling – provides comfort cooling across varied Indian temperatures, even as high as 55°C
- Low ambient heating – heats at temperatures as low as -30°C
- Active Dehumidifier – provides comfort in high humidity conditions
- Super Silent operation – with Noise levels as low as 18 db(A)
- Advanced Air Purifier – with Cold Plasma Ionizer, which provides clean & germ - free air

In addition, the unique range comes with the highest 5.3 ISEER, Stabilizer Free Operation, and a five Year Warranty.

Commenting on the launch of "All Star Inverter ACs", Mr. Pradeep Bakshi, President, (UPBG & M&CED), Voltas Limited, said: "Being the undisputed leader in Cooling and Comfort solutions for 5 consecutive years, Voltas aims to provide the very best to its customers through our innovative products. The market is moving towards energy efficient Inverter ACs, and with the launch of our unique All Star Inverter AC range, we aim to further improve our value proposition to our customers, by leveraging our revolutionary Two Stage Steady Cool compressor, which provides maximum efficiency in extreme weather conditions. This new range of ACs showcase our capability to leverage consumer insights into differentiated & technologically superior products."

The company has launched its new range of Voltas All Star Inverter ACs with multiple variants. Moreover, close to 160 variants of Split ACs, and 40 variants of Window ACs, have also been introduced in 2017. With these introductions, the Company now offers a strong product line-up of over 200 Air Conditioners, available through a wide network of over 15,000 channel partners nationwide.

As per latest independent third party Retail Audit study across multi brand outlets, the company has a leading Market Share of close to 22% in FY17. In other words, Voltas remains the undisputed No.

VOLTAS LIMITED

Corporate Communications Department

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

Tel 91 22 66656280 66658281 Fax 91 22 66656288 website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

1 AC brand, and has for five consecutive years, held the highest Market Share in the AC category, way ahead of its nearest competitor. Voltas also enjoys the highest Brand Equity and highest Distribution Reach in this category in the country.

Diversified Range of Fresh Air Coolers

Further expanding its Product Range, the brand introduced its diversified range of 'Voltas Fresh Air Coolers' with an attractive proposition: 'Bring home, cool and fresh air'. The key product benefits include the 'Triple Filter' advantage which removes the dust particles, allergens, bacteria, bad odor & smoke; and provides cool, clean and fresh air to the customer. This comes with a combination of:

1. 'Silver Nano Filter',
2. 'Catechin Filter' and
3. 'Negative Ion Filter'

The range also comes with unique Honey Comb cooling pads, which are superior to the traditional wood-wool pads being used largely by others.

The lineup has been further increased this year to 23 models, ranging across categories i.e. desert cooling, personal cooling & window cooling; for all the key consumer segments. With this augmentation, Voltas is aiming to be one of the leading brands in the branded Air Cooler segment, as well.

Brand Recognition

Voltas has been conferred the Best Corporate Brand award by The Economic Times in 2016. Voltas has also won the prestigious 'National Energy Conservation Award' from Bureau of Energy Efficiency, Ministry of Power twice in the last four years; for manufacturing the highest number of energy efficient ACs in the country. Besides this, the Company has also been awarded with coveted 'India Effie Award', as well as the 'APAC EFFIE Award', in addition to the 'top Indian company in the consumer durables & appliances' sector at the Dun & Bradstreet Corporate Awards.

About Voltas Limited

In addition to its Unitary Cooling Products business (which includes Room Air Conditioners, Air Coolers, Water Dispensers, Water Coolers and Commercial Refrigeration products), Voltas is a premier engineering solutions provider and project specialist. A Tata enterprise, founded in 1954, Voltas serves a wide spectrum of industries such as heating, ventilation, air conditioning, refrigeration, electro-mechanical solutions, water management & treatment solutions, rural electrification, textile machinery, and mining & construction equipment. Voltas is one of the top 10 companies within the Tata Group.

Issued By:

VOLTAS LIMITED

Corporate Communications Department

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

Tel 91 22 66656280 66658281 Fax 91 22 66656288 website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise