

## **Voltas Beko Unveils the Refrigerators with HarvestFresh Technology this Festive Season**

*The TVC showcases New HarvestFresh Technology and flexible features that make it the ultimate choice for every home*

**Link:** <https://www.youtube.com/watch?v=hn8uE2lqSGg>

**Mumbai, 04 October, 2024:** Voltas Beko, a JV between India's No.1 AC Brand, Voltas and Arçelik, Europe's free-standing consumer durables player, and India's fastest growing consumer durables brand, has launched its new TVC for the latest technology launched in the refrigerators space. This new technology in refrigerators has been designed with the Indian consumers in mind offering a perfect upgrade to help families keep their food fresher for longer, while adding unmatched convenience to their daily lives, especially during the upcoming festive season.

The new range of refrigerators boast of **HarvestFresh Technology**, which mimics the natural 24-hour sun cycle using three-color light technology. This cutting-edge feature is designed to preserve the natural vitamins like Vitamin A and Vitamin C, in fruits and vegetables, ensuring they remain as fresh and nutritious for longer. This makes it an ideal solution for households preparing for long celebrations, as it guarantees that produce stays fresher for extended periods during the festive season. This unique proposition, combined with energy-efficient performance, ensures that users can make the most of their refrigerator. The technology will be available in both FrostFree and Direct Cool categories of refrigerators

Voltas Beko has launched its new TVC that captures the heart of Indian families while humorously showcasing the innovative **HarvestFresh Technology**. The ad opens with a morning scene of a family where the son wakes up groggy and sleepy. The father playfully comments that their vegetables and fruits in the refrigerator are fresher than their son. With a smile, the mother suggests they give him the same treatment as the vegetables. As she pulls open the curtains, sunlight floods the room, and the boy immediately perks up, exclaiming "Dhoop" (sunlight), followed by this the father humorously calls him "Jadoo" in reference to an iconic Bollywood movie. The mother then explains how the HarvestFresh Technology in Voltas Beko refrigerators brings the benefits of sunlight directly to their food, keeping fruits and vegetables fresh and full of Vitamin A and Vitamin C, just like nature intended. The TVC will be released in regional languages such as Tamil, Telugu, Kannada and Bengali to build audience appeal

Speaking about the new TVC launch, **Mr. Jayant Balan, Chief Executive Officer, Voltas Beko**, said, *"At Voltas Beko, innovation isn't just what we do—it's who we are. Our mission has always been to create products that adapt to the ever-changing needs of modern consumers. In a post-pandemic world, health and wellness have taken center stage, and Indian consumers are increasingly seeking products that go beyond utility to become essential partners in their healthier lifestyles.*

**VOLTAS LIMITED**

Corporate Communications Department

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*Enter our HarvestFresh range of refrigerators, designed to keep food not just fresh, but bursting with its natural nutritional goodness. By mimicking the natural sunlight cycle, our HarvestFresh technology ensures your fruits and vegetables retain their vitality longer. It's not just a fridge—it's a fresh, wholesome companion in your wellness journey. And we are telling this story with a blend of warmth, humor, and a little sunshine, making it as refreshing as the produce inside.*

*Since we began, we have reached over 6.5 million households, forming meaningful relationships with customers who trust our innovations to make their lives easier. This year alone, over the past six months, we have sold over 1.2 million products, a testament to the growing bond between our customers and us. At Voltas Beko, we are not just offering appliances—we are bringing convenience, comfort, and a touch of joy into homes across India. To us, every product is a chance to brighten lives and make wellness a little more effortless." He added further, "With the new TVC, we wanted to create a warm, humorous connection with our audience, resonating with their daily life experience and turning their experience of using the fridge from mundane uses and highlight the HarvestFresh Technology in our product. "*

This new refrigerator range will provide the ideal solution for consumers looking to upgrade their kitchen offering unmatched freshness, flexibility, and convenience. With innovative technology and an engaging TVC, Voltas Beko is poised to be the brand of choice for Indian families this festive season.

#### **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 manufacturer, 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.

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