

14<sup>th</sup> June, 2019

BSE Limited  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

National Stock Exchange of India Limited  
Listing Department  
Exchange Plaza  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400 051

Dear Sir,

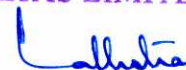
Re: Press Release

We are enclosing herewith for your information, copy of the Press Release titled 'Voltas launches new Brand Shop at Chackai, Thiruvananthapuram', which is being released for publication.

Thanking you,

Yours faithfully,

**VOLTAS LIMITED**



(V. P. MALHOTRA)

Vice President - Taxation,  
Legal & Company Secretary

Enc.

**VOLTAS LIMITED**

Corporate Management Office

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Tel 91 22 66656251 66656258 Fax 91 22 66656311 e-mail vpmalhotra@voltas.com website www.voltas.com

Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

## **Voltas launches new Brand Shop at Chackai, Thiruvananthapuram**

***Voltas and Voltas Beko, collectively showcase their range of Air Conditioning & Cooling Products, along with their latest range of Home Appliances at the new Brand Shop***

**Thiruvananthapuram, 14<sup>th</sup> June, 2019:** Voltas Limited, India's **No. 1 AC brand**, from the house of Tata's has launched a new Brand Shop – **M/s Rams AC Systems** at Chackai, Thiruvananthapuram.

The brand store features a well-designed and visually appealing **display of new range of Voltas and Voltas Beko' products, comprising Air Conditioners, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Coolers, Refrigerators, Washing Machines, Microwaves and Dishwashers.** Conveniently located near the city centre, the new brand shop would enhance Voltas' brand experience and visibility.

The Brand Shop is being launched to meet the expectations of consumers from a growing city like Thiruvananthapuram with technologically advanced products of Voltas and Voltas Beko.

Speaking on the occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "We are delighted to announce the launch of a brand shop, which will house the entire range of Voltas and Voltas Beko products. Customer centricity is at the core of all our offerings and Voltas Beko has been built on the same principles. Voltas is the **No.1 AC brand** with close to 24% Market Share and we aim to make Voltas Beko also a market leader in the white goods space."

The overall Voltas 2019 AC product range includes **over 100 SKUs**, with 39 SKUs in Inverter ACs, 26 in Split ACs and 32 in Window ACs, besides Cassette and Tower ACs. The Company has also launched **39 new SKUs of its Voltas Fresh Air Coolers** with Smart Humidity Controller, under various sub-categories such as Personal, Window, Tower and Desert Air Coolers. The Company also strengthened its overall portfolio by introducing **43 SKUs of Commercial Refrigeration** products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer. The Company has launched **25 SKUs of Water Dispensers**, and **22 new SKUs of Water Coolers**.

Through its new Home Appliances brand, **Voltas Beko, the Company has launched 31 SKUs of Refrigerators** including a bottom mounted refrigerator series, and a new handle design and floral pattern. Voltas Beko launched **5 SKUs of Front Load Washing Machines** with AutoDose Technology, **12 SKUs of Top Load Washing Machines** with Dual Power Rinse feature and **9 SKUs of Semi-Automatic Washing Machines**, with Toughened Glass and Soft Fall feature. The brand also launched **3 SKUs of Dishwashers** and **9 SKUs of Convection Microwaves**.

**About Voltas Limited**

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, water management & treatment, cold chain solutions, building management systems, indoor air quality, textile machinery, and mining and construction equipment. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India with market share of approx. 24% (as per the latest published reports for FY19).

**For more information, please contact:**

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