

Voltas launches India's first Window AC with Inverter Technology **Unveils its new home-grown technology of Inverter Window AC, with unique Steady Cool Inverter compressor**

Mumbai, 2nd February 2018: Voltas Limited, India's No. 1 Air Conditioning brand, has **launched India's first Window Air Conditioner with DC Inverter technology**. It works on a unique Steady Cool Inverter compressor, which is a variable speed compressor, providing steady cooling and steady savings. With this launch, Voltas has strengthened its commitment of continuously bringing latest technology in the Indian market.

The first of its kind Window Inverter AC, also has other features like 'high ambient cooling' up to 52 degree Celsius, and a 'two stage filtration' which provides cleaner air. The product also comes with an instant cooling mode, and an active dehumidifier, which provides comfort in sticky heat and humid conditions. Moreover, the consumers can avail **an attractive 5 Year Comprehensive Warranty** (only one of its kinds) and free standard installation, when they book this AC from any authorized dealer of Voltas. *Bookings of this AC, on first come first serve basis, will be open from 1st Feb 2018.*

Voltas, a pioneer in the Room Air Conditioner industry, has a lot of firsts to its name. Voltas launched India's first Air Conditioner in 1954, the first split AC in 1984, first floor standing AC in 1993 and first sub-one ton AC in 2000. Voltas also launched India's first star rated Air Conditioners in 2007, before it was made mandatory by BEE for the industry. In 2012, Voltas de-seasonalised the AC category with the introduction of India's first All Weather AC, and in 2016, the Company introduced the first All Star Inverter ACs.

Commenting on the occasion, Mr. Pradeep Bakshi, MD & CEO (Designate), Voltas Ltd. said; *"Voltas has always been the flag bearer of Innovation in the Air Conditioning domain. This unique product has been launched to meet the growing expectations of consumers in the Indian market, by offering them unique technology at an affordable price point."*

Voltas is No.1 brand in terms of Market Share in the Room Air Conditioners segment in India, having a sizable lead of over 1000 BPS over its nearest competitor. It has an overall market share of 24%, as per latest third party industry reports.

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

About Voltas Limited

In addition to its Unitary Cooling Products business (which includes 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, textile machinery, mining and construction equipment. Voltas is one of the top 10 companies within the Tata Group.



Issued by:

Ms. Asawari Sathaye
Senior Manager – Corporate Communications &
Investor Relations
Tel: 022-66656280/1

Ms. Richa Seth
Account Director, Adfactors PR
Mobile: 9930143531

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