

Voltas opens its first 'Company Owned & Company Operated (COCO)'**Brand store in Chandigarh**

**Expands its footprint further by opening its 26th brand store in the Greater Punjab Region
and its 4th store in Chandigarh**

Chandigarh, 20th June 2024: Voltas Limited, **India's No. 1 AC company**, from the house of Tatas announces the launch of its first 'Company Owned & Company Operated (COCO)' brand store in Chandigarh. The 'COCO' model is a unique arrangement in which the Company directly owns and operates its outlet. With its 1st COCO store in Chandigarh and 26th brand store in Greater Punjab region, the Company is extensively expanding its offline presence.

Located at the heart of the city, in sector 22B, this new brand store is a state-of-the-art destination providing innovative solutions across all our cooling products like air conditioners, air coolers; connected appliances; kitchen appliances like microwaves, dishwashers, and refrigerators; and other appliances like air purifiers, water heaters; smart laundry solutions like washing machines; commercial air conditioning, commercial refrigeration, and water dispensing and cooling products.

The state-of-art brand store spreads over 1400 sq. ft. as an experiential space that will provide an unmatched experience to the customers. The COCO store is being launched to meet the growing expectations of consumers in Chandigarh. It is being inaugurated on 20th June 2024 by Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited.

Speaking on this occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited**, said, "We are excited to announce the opening of our 'Company Owned & Company Operated (COCO)' brand store in Chandigarh, today. As a market leader, customer centricity has always been at the core of all our offerings. In line with this, we are inviting everyone to visit this visually appealing brand store to find out how tech-savvy cooling products and home appliance can be utilized for adding comfort and convenience to your daily lives. This brand store has been introduced with an aim to offer a unique experience to our consumers, and we are confident that it will be very well-received."

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

On this occasion, Voltas has introduced several offers for the customers that will help make the process of owning a new product easier for customers. These offers enable customers to avail attractive fixed EMI Schemes, Zero Down Payment offers, Long Tenure Schemes through NBFCs, additional 2.5% Cashback and special cashback of Rs. 1000 for first 500 customers of the store through bonus hub across all products*.

As a part of its expansion strategy, Voltas' distribution reach has grown manifold over the years and the number of consumer touchpoints have now gone up to 30,000+. The Company has recently launched several Brand Shops in Tier 1, 2 and 3 cities across the country to meet the expectations of consumers in these markets and enable them to experience the best-in-class and technologically advanced range of products offered by the Company.

*All the schemes would be product specific and for a limited period.

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 Room Air Conditioners, Voltas also has Air Coolers, Air Purifiers, Water Dispensers, Water Coolers, Water Heaters, Commercial Refrigeration and Commercial Air Conditioning products in its portfolio. Voltas is one of the leading companies within the Tata group and is the undisputed market leader in room air conditioners in India, with a footprint of over 30,000+ customer touchpoints. Voltas has also launched a wide range of Voltas Beko Home Appliances products, through its JV in India, in equal partnership with Arçelik.

Issued by:

Ms. Vaishali Desai

Head- Corporate Communications

Voltas

vaishalidesai@voltas.com

Ms. Richa Seth

Group Head

Adfactors PR

richa.seth@adfactorspr.com

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