

## **Voltas opens its 2<sup>nd</sup> brand store in Azamgarh Expands its footprint further by opening its 52<sup>nd</sup> exclusive brand store in UP**

**Azamgarh, 13th August 2024:** Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has launched a new and exclusive brand store in Lucknow today. Besides being the No.1 AC Company across India, Voltas is also a leading brand in East Uttar Pradesh, West Uttar Pradesh and Uttarakhand markets with a market share of over 29% in East Uttar Pradesh. The new brand store becomes the 2<sup>nd</sup> in Azamgarh and 52<sup>nd</sup> in the state of Uttar Pradesh. This state-of-the-art brand store represents Voltas' commitment to provide better customer experience and was officially inaugurated in the presence of Mr. Deba Ghoshal, Vice President & Head of Marketing, Voltas and Mr. Ajay Dubey, Regional Business Head, North UP and UK, Voltas. Voltas continues to be a market leader both in Split and Window Air-conditioners in India and this new store is a small step towards expanding the Company's reach across the length and breadth of the country.

A large portion of India's air conditioner sales are attributed to the growing demand from smaller vicinities, especially those with population under one million. In areas like Burhanpur in Azamgarh, air conditioners are in high demand given the soaring temperatures and ever-changing climate. This growing demand is also a result of better spending power and affordable finance schemes making purchases easy on the pocket.

Spread across 1700 sq. ft. area with professionally trained staff, this brand store is located at the Azamgarh-Ayoydhya Bypass, Burhanpur, Azamgarh and will be operated by SK Agency, a known name in the field of Consumer Durables. This store will offer a wide array of Voltas and Voltas Beko products, comprising **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Heaters, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers**. As an introductory offer, Voltas offers Cashback Offer for customers making non-EMI purchases and additional cashback benefits upon purchase for customers purchasing on EMI basis, from the brand shop.

Commenting on the occasion, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "With the opening of this store in Burhanpur, we will be able to reach more customers in Azamgarh effectively. We aim to create a strong customer connect with our consumers here with our best-in-class product offerings and unique store experiences. Our aim is to further accelerate our store expansion across India to make our products more accessible."

The Voltas 2024 RAC product portfolio is **overall 81 SKUs**, with **63 SKUs** in Inverter ACs, **3 SKUs** in Inverter Hot & Cold Split AC, **5 Fixed Speed Split AC SKUs**, **1 SKU** in Fixed Speed Hot & Cold Split AC, **4** in Inverter Window ACs, and **5 SKUs** in Fixed Speed Window ACs. Voltas' Air purifier category presently has **3 SKUs**. The Company has also strengthened its overall portfolio by

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introducing Water Heaters that has **16 SKUs** presently. Whereas, **47 new SKUs** of Commercial Refrigeration products, including Convertible Freezer, Freezer on Wheel, and Curved Glass Freezer, were introduced.

Through its Home Appliances JV brand, **Voltas Beko**, the company aims to strengthen its portfolio in 2024 by launching a series of new products. Keeping the brand promise and commitment to stand by the 'Make in India' initiative, Voltas Beko has unveiled a range of home appliances with new Frost-free refrigerators and Top-load washing machines. Equipped with a 12-year warranty on AC compressor and refrigerator motors, these products are proudly indigenous with advanced features that will cater to the evolving needs of new-age customers.

**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, 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 25,000+ customer touchpoints. Voltas has also launched a wide range of Voltas Beko Home Appliances products, through its JV in India, in equal partnership with Arcelik.

**For more information, please contact:**

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