

Voltas opens new brand store in Faridabad

Expands its footprint further by opening a new brand store in Haryana

India, 3rd March 2025: Voltas Limited, **India's No. 1 AC company**, from the house of Tata's has launched new and exclusive brand stores in Faridabad, today. Voltas, which holds the top position in the Indian AC market, is also a prominent brand in Haryana and Delhi NCR. With this new addition, Voltas now boasts a total of 20 brand stores in Haryana and 38 across the Delhi and Haryana belt.

Voltas remains a market leader in both Split and Window Air Conditioners in India. This new brand store is part of a strategic initiative to expand the company's reach nationwide, ensuring accessibility even in the most remote areas. A significant portion of India's Air Conditioner sales comes from smaller towns, particularly those with populations under one million. The rising demand for ACs in tier 2 and tier 3 towns is driven by soaring temperatures, changing climate conditions, increased spending power, and affordable financing options.

Mayur Engineers Pvt. Ltd., located at **sector 8, Amolik plaza shop no 15 G- Floor, Faridabad**, will offer a wide range of Voltas and Voltas Beko products, including **Air Conditioners, Air Purifiers, Air Coolers, Commercial Refrigerators, Water Dispensers, Water Heaters, Water Coolers, Refrigerators, Washing Machines, Microwaves, and Dishwashers.**

Commenting on the new brand store launches, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, *"As a company, we have reached significant milestones and made good progress in creating a comprehensive ecosystem to enhance our customers' shopping experience. Our new brand store in Haryana will help us further accelerate our expansion drive across key markets in India to make our products more accessible to consumers."*

VOLTAS LIMITED

Corporate Communications Department

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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 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.

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