



Pradeep Bakshi, MD and CEO, Voltas Limited

Enhanced Fresh Air Cooling

Voltas India offers a versatile advantage with features that make a lifestyle statement and a smart choice for the eco-conscious customers of today

Market Leader

Almost 70 years ago, Tata Sons and Volkart Brothers came together to start Voltas in India. Since then, Voltas Limited has established itself as a premier air conditioning and engineering solutions provider. The company's unparalleled expertise across technology, engineering, construction, cooling, and ventilation domains has carved a niche for them as leaders across all the businesses it operates in.

Voltas, India's No. 1 AC brand, from the house of Tata, recently achieved the landmark of the highest ever AC sales in FY 2023–24. The company achieved over

2 million AC units during fiscal 2023–24, the highest ever sale of ACs by any brand in a financial year in India, with a volume growth of 35%. The growth is attributed to a consistent demand for cooling products during the year, coupled with the company's strong offline and online distribution network, strongest brand equity, and innovative new launches.

Trendsetter and Innovator

To further meet the ever-increasing needs of customers in India, the company has recently introduced the Voltas SmartAir ACs, a new range of

smart inverter room air conditioners that function silently while providing adequate cooling and are also IoT enabled. This new product range is of significantly low noise levels, enables easy temperature control, and has advanced features that can be controlled through the Voltas Smart Mobile App (available on the Google Play Store and iOS App Store). The SmartAir AC is Alexa and Google Home compatible and enables the user to understand and analyse the energy consumption trend with the availability of a graph for a certain period, making it a smart choice for the eco-conscious customers of today.

The company has introduced a total of 6 IoT-enabled SKUs in the SmartAir series, of which 3 SKUs will be in the 5-Star Inverter Split AC category and 3 in the 3-Star Inverter Split AC category. Voltas' SmartAir ACs come with a unique value proposition of smart and IoT-enabled features. Their unique Super Silent Operation that offer additional comfort and convenience, and all of this comes at an affordable price. This new range of air conditioners, is backed by thorough research and is in tune with market demand and the growing expectations of Indian consumers.

The company's wide presence, focus on emerging retail channels, excellent distribution network, strongest brand equity, and attractive consumer offers have helped them achieve this significant milestone. In addition to this, to make the buying decision seamless for its customers, the company also offers a variety of consumer finance programmes from time to time, like attractive cashback offers, zero down payments, extended warranties, and other promotional incentives like fixed EMI, to make the products more affordable and accessible.

"We are delighted to achieve the extraordinary milestone of 2 million ACs in FY 2023–24, which is an industry first. Voltas has always been a flag bearer of innovation in the cooling products and home appliances domain." Pradeep Bakshi, MD & CEO, Voltas Limited.