



**VOLTAS LIMITED**

For immediate use

**PRESS RELEASE**

## **Voltas, leaders in Air Conditioners now forays into 'Fresh-Air Coolers'**

- **Also presents its 2015 range of 'All-Weather Smart' ACs -**
- **Showcases its new 2015 Brand Campaign for All Weather Smart AC's -**

**New Delhi, May 05<sup>th</sup>, 2015:** Voltas Limited, India's leading room air conditioner brand, today announced the launch of Voltas **Fresh-Air Coolers**. The new range comes with attractive features such as exclusive honeycomb cooling pads, carbonised dust filters and powerful air throw.

Commenting on the Fresh Air-Cooler launch, **Mr. Pradeep Bakshi, President & COO - Unitary Products Business Group (UPBG) & Mining & Construction Equipment Division (MCED), Voltas Limited**, said: "Voltas has the highest brand equity in cooling and comfort, and leads the market in ACs. Leveraging our cooling expertise, we are keen to extend our strengths into related product categories, and embark on our next stage of growth. With our launch of Voltas Fresh-Air Coolers, we aim to bridge the wide gap between fans and ACs, and be among the top 3 brands in Air Coolers within the next 3 years."

In parallel, Voltas has launched its new range of '**All-Weather Smart**' ACs, offering an array of choices, and a number of distinctive features including: **Smart Inverter Technology**, which saves upto 63% power; a **Smart (Android-based) mobile application** that provides direct AC control from one's handset; and **Smart Sense technology**, which can detect the ambient temperature and weather, and recommend the best AC settings.

The new 'All-Weather Smart' AC line is expected to continue the growth momentum and sustain market supremacy. As per the independent Retail Audit study across multi brand outlets, the Company has a room AC market share of 20.8% for 2014-15. Voltas thus remains the No 1 AC brand, and has for three consecutive years, held the highest market share in the AC category, well ahead of its nearest competitor.

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Corporate Identity Number I.29308MH1954PLC009371



: 2 :

Elaborating on the new 2015 range of Air Conditioners, **Mr. Bakshi said**, “Voltas has been witnessing robust growth based on its consumer-centric innovations, energy-efficient ‘All-Weather’ products, clutter-breaking marketing initiatives, and a strong presence in tier-II and tier III markets. This year we have upped the ante by not only accurately reading our customers’ pulse, but also establishing a deeper link with their needs and wishes, with our “All-Weather Smart ACs.”

To communicate the efficiency and benefits of its latest AC offerings, Voltas has further developed its 2015 campaign, through its brand protagonist Mr. Murthy, now into his 4<sup>th</sup> year of effectively humanizing the benefits of owning Voltas ‘All-Weather’ ACs. Voltas recently won the coveted *India Effie Award* and *APAC EFFIE Award*, in the 'Best On-Going Campaign' category. In the new campaign, Mr. Murthy visits his in-laws, generating some consumer-centric chemistry between the three of them.

The popularity of Voltas ACs is testimony to its extensive reach and visibility across markets, as well as its superior brand experience, resulting from fine design, visual appeal and innovative features. The Company now offers a strong product line-up of 78 variants of split ACs, including the Inverter range, through more than 10,000 retail outlets nationwide.

#### **About Voltas Limited**

In addition to its Unitary Cooling Products business (which includes Room Air Conditioners, Water Dispensers and Commercial Refrigeration products), Voltas is a premier engineering solutions provider and project specialist. Founded in India in 1954, Voltas offers smart engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning (HVAC), refrigeration, electro-mechanical projects, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality. Voltas Ltd. is one of the top 10 companies within the Tata Group.

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