

# VOLTAS

9<sup>th</sup> October, 2018

BSE Limited  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

National Stock Exchange of India Limited  
Listing Department  
Exchange Plaza  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400 051

Dear Sir,

Re: Press Release

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith for your information, copy of the Press Release titled 'Voltas launches Amazon Alexa compatible Air Conditioners', which is being released for publication.

Thanking you,

Yours faithfully,

**VOLTAS LIMITED**



(V. P. MALHOTRA)

Vice President - Taxation,  
Legal & Company Secretary

Enc.

**VOLTAS LIMITED**

Corporate Management Office

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Corporate Identity Number L29308MH1954PLC009371

A **TATA** Enterprise

## **Voltas launches Amazon Alexa compatible Air Conditioners** *The Amazon exclusive new range of Smart ACs will be Voice & wi-fi controlled*

**Mumbai, October 9, 2018:** Voltas, India's No. 1 AC brand, from the house of the Tatas, announced today the launch of Smart ACs that can be controlled using simple voice commands with Amazon Alexa. Adding to the excitement around the upcoming festive season, this new range including the Voltas Inverter Split AC and Voltas Split AC, is available exclusively on Amazon ([www.amazon.in](http://www.amazon.in)) starting today.

These Smart ACs from Voltas can be controlled using *Amazon Echo* smart speakers, other Alexa-enabled devices such as *Harman Kardon Allure* as well as the *Alexa app* for iOS and Android smartphones. Customers can enable their Voltas Smart ACs from the Alexa app and just ask Alexa to discover new devices to get started. They will be able to turn their AC on and off and change the temperature, hands-free, by simply saying "*Alexa, turn on the AC*" or "*Alexa, set AC to 23 degrees*".

In addition, the AC can also be controlled through the *Voltas Smart AC App* for smartphones over a wi-fi connection. Using the app, customers can access a host of other features such as changing modes based on weather conditions, switching on the timer function, and setting the fan speed based on comfort level.

Commenting on the launch, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, "*Voltas has always been at the forefront of innovation & launching new technologies in the AC industry. Be it the launch of wi-fi enabled ACs or the window inverter ACs, Voltas has always kept its promise of delighting the customers. Consumers are increasingly looking for smart features facilitating convenience, and our partnership with Amazon (Alexa) is a step in this direction. The launch of India's first voice-controlled AC is a unique development and a first for the Indian AC industry*".

**Mr. Dilip R.S., Country Manager for Alexa Skills, Amazon India** said, "*We believe smart home and Alexa is the future of how you interact and control your devices in your home. With the introduction of Smart ACs by Voltas and hands-free voice control with Alexa, customers can experience that smart home is not as complicated as many people once thought. We encourage more users to give this a try and experience the magic of voice control*".

**Mr. Suchit Subhas, Category Leader, Appliances, Amazon India** said, "*With festive preparations gaining momentum across the country, we are excited to launch smart ACs by Voltas exclusively on Amazon.in. Customers can enjoy a smarter lifestyle with the voice & wi-fi enabled ACs that can be seamlessly controlled using Alexa-enabled devices. With fast & reliable delivery and hassle-free installation, we are committed to making every celebration special for our customers.*"

## About Voltas:

Voltas Limited is a premier air conditioning and engineering solutions provider and a project specialist. Founded in India in 1954, Voltas Limited is part of the Tata Group, and in addition to Air Conditioners, Air Coolers, Water Dispensers, Water Coolers, and Commercial Refrigeration products; Voltas offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, electrification, water management & treatment, cold chain solutions, building management systems, indoor air quality, textile machinery, and mining and construction equipment. Voltas is among the top ten companies within the Tata group and is the undisputed market leader in room air conditioners in India with market share of more than 22% in FY18.

## About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Limited, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace. For more information, visit [www.amazon.in/aboutus](http://www.amazon.in/aboutus). Join Amazon Newsroom: [Twitter](#) | [Facebook](#)

## For more information, please contact:

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