



VOLTAS LIMITED

15th March, 2016

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

cc: 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 introduces its 2016 Range of Cooling Products', which is being released for publication.

Thanking you,

Yours faithfully,

VOLTAS LIMITED

(V. P. MALHOTRA)

**Vice President - Taxation,
Legal & Company Secretary**

Enc.

VOLTAS fortifies its leadership position by introducing its 2016 range of cooling products

- **"All-Star ACs" with a proposition to "Run 2 ACs at the cost of 1 AC"**
- **Advanced "All-Weather Smart ACs" integrating 3 key smart features**
- **Augmented range of Voltas "Fresh Air Coolers" with double filtration technology**

New Delhi, March 15th, 2016: Voltas Limited, India's premier room air conditioner brand from the house of Tatas, reinstated its leadership position by introducing the new **"Voltas All Star ACs"**, today. The "Voltas All Star AC" range carries the core value proposition of "Run 2 ACs at the cost of 1 AC". This is based on its unique 'Steady Cool' compressor which runs on a 'two stage inverter' technology. This cutting edge technology provides considerable power savings when compared to an ordinary compressor. Besides this, the All Star ACs are also environment friendly and efficient with their "super silent operation (noise levels as low as 18 decibels)", "high ambient cooling (efficient cooling in temperatures as high as 54 degree Celsius)" and "advanced air purifier". In addition, this unique range also comes with a "5 year warranty" offer.

Commenting on the "All Star ACs" launch, **Mr. Pradeep Bakshi, President & Chief Operating Officer, UPBG & M&CED, Voltas Limited**, said: *"Voltas has the highest brand equity in cooling and comfort appliances, and leads the market in ACs. Consumers have developed a preference for energy efficient ACs (like Inverter ACs) which are now the fastest growing category in the AC industry. With the launch of our unique Voltas "All Star AC" range, we aim to better our value proposition for our consumers by leveraging our unique "steady cool compressor" which leads to uniform cooling & hence gives more savings to consumers. This new range of ACs showcases our capability to convert consumer insights into real-time technologically superior products."*

Advanced "All-Weather Smart ACs"

Further building on the existing All Weather Smart ACs brand equity, Voltas has introduced a new range of advanced 'All-Weather Smart ACs' by integrating three smart features –

- 1) Smart Access: Wi-Fi enabled ACs, can operate from anywhere & anytime through any smart phone using local Wi Fi or GPRS connection
- 2) Smart Sense: Senses the outside weather conditions & adapts to the changing environment without any manual intervention
- 3) Smart Analytics: Keeps a tab on the energy usage & consumption trends. In addition, it has also revamped the look & feel of the new Smart AC mobile app.

With these introductions, the Company now offers a strong product line-up of more than 150 variants of Split ACs, through more than 12,000 customer touch-points nationwide.



for immediate use

PRESS RELEASE

The range of Smart ACs will continue to support Voltas' growth momentum and sustain its market supremacy. As per the latest independent third party Retail Audit study across multi brand outlets, the Company has a leading market share of 21%, YTD FY 16; in other words; 1 out of every 5 ACs sold in India is a Voltas brand. Voltas thus remains the No. 1 AC brand, and has for almost four consecutive years, held the highest market share in the AC category, well ahead of its nearest competitor.

Voltas has won the prestigious "*National Energy Conservation Award*" in 2015 from Bureau of Energy Efficiency, Ministry of Power; for selling the highest number of energy efficient ACs in the country. Besides this, the Company has also been awarded with coveted *India Effie Award*, *APAC EFFIE Award*, in the 'Best On-Going Campaign' category in addition to the '*top Indian company in the consumer durables & appliances*' sector at the Dun & Bradstreet Corporate Awards 2015.

Augmented Fresh Air Coolers

Expanding the horizons, the Company extends its offerings this year with the introduction of the improved range of 'Voltas Fresh Air Coolers' with an attractive proposition: "Bring home cool and fresh air". The key product benefits include the "double filtration" technology with the combination of "honeycomb cooling pads" and "carbonized dust filter" which removes the dust particles & sediments and gives cool, clean and fresh air to the consumer.

The lineup has been further augmented this year, from 3 models to 11 models (7 desert coolers – mechanical & electronic, 3 personal coolers and 1 window cooler), which encompasses all the key consumer segments. With this augmentation, Voltas is aiming to be one of the top 3 brands in the branded Air Cooler segment.

About Voltas Limited: In addition to its Unitary Cooling Products business (which includes Room Air Conditioners, Air Coolers, 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.

For more details, please contact:

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