



VOLTAS

Voltas, the first company in India to manufacture an indigenous air-conditioner in 1954, was also the first to launch the split AC in 1982. Over five decades of operations, Voltas has introduced India to newer cooling technologies.

That is why the India ka Dil, India ka AC campaign resonates so strongly with Indian consumers, appealing to their pride in the new emerging India. An Indian brand at heart, Voltas understands the needs and concerns of the consumer. To Indians, an AC is not just a cooling appliance; it is a device that enables them to provide care and comfort to those they love.

While consumers are moved by this emotional plank, they are also aware that every Voltas product is supported by state-of-the-art technology, a robust after sales services network and the inherent assurance of being a Tata product.

The appeal of Voltas lies in the values and emotions it stands for. The brand also implies dependability in delivering value through engineering and innovation. Value, according to Voltas, means providing the customer satisfaction in terms of performance, durability and cost.

Like the Tata brand, Voltas too is being seen as a brand which effortlessly combines the traditional with the modern, a brand that has deep roots in India and a global outlook to take on the world.

