

## Tata Power announces exclusive offer for consumers in Mumbai in association with Voltas AC

Offers savings up to 50% on MRP with a special package of 5-year comprehensive warranty for Tata Power customers

**Mumbai, 11<sup>th</sup> September 2019:** India is a well-established consumer durables market. It is thus, crucial for brands to create energy efficient products. With an aim to promote energy conservation and provide consumers with green & efficient choices, Tata Power has announced an exclusive offer for its consumers in Mumbai where they can save up to 50% on the purchase of Voltas 5 Star Inverter AC. Moreover, consumers can also avail a special package of 5 year comprehensive warranty on the entire range of Voltas ACs. The offer will be limited till 31<sup>st</sup> December 2019.

Voltas' 5 Star Inverter ACs ensure higher energy saving with distinctive advantages.

### **Scheme details:**

- **Savings:** A handsome saving of upto 50% available on the products
- **Capacity:** Models of 1, 1.5 & 2 Ton capacity are available under the program
- **Flexible Warranty Options:** Manufacturer standard warranty of 1 year & choice of purchasing warranty for additional years at discounted rates
- **Exchange & New purchase Option:** Can exchange old AC in working condition or buy a new AC by paying additional Rs. 2500
- **Eligibility:** A residential consumer is eligible to purchase a maximum of 1 Split AC whereas a Commercial consumer is eligible for a maximum of 2 Split ACs
- **Latest 5-Star Ratings:** All the models offered under this program have the latest 5-Star Rating from BEE (Bureau of Energy Efficiency)
- **Free Standard Installation:** Free standard installation (as per manufacturer conditions)

**Mr. Praveer Sinha, CEO & MD, Tata Power,** said: *“Tata Power has always been advocating energy conservation and sustainability, a feature which Voltas' 5 Star Inverter ACs offer. We are glad to collaborate with them and look forward to offering our consumers with an efficient product that ensures substantial savings on their monthly bill and leaves a minimum carbon footprint without compromising on their comfort.”*

**Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** added *“We are delighted to partner with Tata Power and provide consumers in Mumbai with 5 Star Inverter ACs that offer more savings in terms of cost and energy. As a Tata Group Company and a Market Leader in the AC*

industry, Voltas is always at the forefront of technological innovation and strives continuously to provide its customers with relevant, customer centric, technologically superior, green and environment friendly energy efficient solutions.”

“Tata Power Solar and Voltas connected through their ethos of bringing the best for its consumers. Joining hands with Voltas, Tata Power Solar is enlarging its horizon of promoting solar rooftop in the country. With this initiative, we are strengthening the usage of solar energy and making India sustainable energy efficient. Making this venture more beneficial for consumers, existing Tata Power customers will be able to save up to 50% by purchasing a Voltas 5star AC. Our focus is to make our country renewable energy dependent. We are pleased with this association as Tata Power Solar and Voltas look at cleaner energy future and considerable reduction in the electricity bill for the next 25 years,” added **Mr. Ashish Khanna, President- Renewables, Tata Power and MD & CEO, Tata Power Solar.**



**About Tata Power:**

Tata Power is India's largest integrated power company and, together with its subsidiaries & jointly controlled entities, has an installed capacity of 11,107 MW. A pioneer in the field, it has a presence across the entire power value chain: Generation of renewable as well as conventional power including hydro and thermal energy; transmission & distribution, trading and coal & freight logistics. With renewable energy assets in solar and wind accounting for 30% of the company's portfolio, Tata Power is a leader in clean energy generation. In line with the company's view on sustainable and clean energy development, Tata Power is steering the transformation of utilities to integrated solutions by looking at new business growth in EV charging & storage, distributed generation & rooftops, microgrids and home automation & smart meters.

It has successful public-private partnerships in generation, transmission & distribution in India namely: 'Tata Power Delhi Distribution Ltd.' with Delhi Vidyut Board for distribution in North Delhi; 'Tata Power Ajmer Distribution Ltd.' with Ajmer Vidyut Vitran Nigam Ltd. for distribution in Ajmer; 'Powerlinks Transmission Ltd.' with Power Grid Corporation of India Ltd. for evacuation of Power from Tala hydro plant in Bhutan to Delhi; 'Maithon Power Ltd.' with Damodar Valley Corporation for a 1050 MW Mega Power Project at Jharkhand. Tata Power is serving more than 2.6 million distribution consumers in India and has developed the country's first 4000 MW Ultra Mega Power Project at Mundra (Gujarat) based on super-critical technology.

With growing international focus, Tata Power's global presence includes strategic investments in Indonesia through a 30% stake in the coal company PT Kaltim Prima Coal (KPC); 26% stake in mines at PT Baramulti Suksessarana Tbk (BSSR); in Singapore through Trust Energy Resources; in South Africa through a joint venture called 'Cennergi' to develop projects in sub-Saharan Africa; in Zambia through a 50:50 joint venture with ZESCO for 120 MW Hydro project; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 187 MW hydro project; in Bhutan through a hydro project in partnership with The Royal Government of Bhutan.

With its 103 years track record of technology leadership, project execution excellence, world-class safety processes, customer care and driving green initiatives, Tata Power is poised for multi-fold growth and committed to 'lighting up lives' for generations to come. Visit us at: [www.tatapower.com](http://www.tatapower.com).

**About Voltas:**

Voltas Limited is a premier Air conditioning and Engineering solutions provider and a Projects 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; 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 over 25% (as per the latest published reports for June 2019). It has also recently launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arçelik A.Ş. a part of the Koç Group from Turkey.

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