

*First Prize*

*Manufacturers of  
BEE Star Labeled Appliances  
(Air Conditioners)*

## **VOLTAS LIMITED**

**Pantnagar (Uttrakhand)**

### *Unit Profile*

Voltas is India's largest air conditioning company and one of the world's premier engineering solutions providers and project specialists.

Founded in India in 1954, Voltas Limited offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality.

Annual Turnover : Rs.5144.29 Crores



The Company's strengths lie principally in

- management and execution of electro-mechanical projects, including air conditioning and refrigeration
- sourcing, installation and servicing of diverse technology-based systems serving Indian industry through representation of global technology leaders

### **Organization :**

Voltas operations have been organized into three independent business-specific clusters. Each of these has its own facilities for market coverage and service to customers.

i) Unitary Cooling Products

- Air Conditioners
- Commercial Refrigeration
- Water Coolers & Dispensers
- Air Cooler

ii) Electro-Mechanical Projects & Services

- Electrical, Mechanical & Refrigeration Solutions
- Electrical & Mechanical Solutions (international)

iii) Engineering Products & Services

- Textile Machinery
- Mining & Construction Equipment

### ***Energy Conservation***

Voltas has been a pioneer in the field of energy efficient products. Company was pioneers in introducing the star rated products in the market much before it was made mandatory in Jan 2010. The customer appreciated the real value add and bought Voltas products at a premium over the non star rated product. This has led to savings in electricity consumption and country being benefitted due to energy savings.

Company thrust is towards selling more energy efficient products and it educate its trade channels and consumers accordingly. Company is also engaged in Awareness Programs organized by Government agencies to enhance the penetration of Efficient Products and their importance globally.

A strong indicator of company awareness program penetration level is change in sales of products categorized according to star ratings where 3Star and 5Star products have shown positive change.

### *Energy Consumption*

Voltas is having indigenous design facility in India. Its R&D team being highly technical and skilled continuously tries to bring change in product and orient itself to market strategy of providing higher energy efficient products at lowest cost to enhance the customer mindset to step towards higher star rated AC. Company has installed a Balanced Ambient calorimeter laboratory (NABL Accredited) at its state of the art manufacturing facility at Pantnagar to improve the efficiency and reduce the cost of testing of energy efficient AC products.

Voltas continuously explore the ideas of bringing new technology into the market to reduce energy consumption burden on consumers & increasing energy efficiency of the product.

Company has successfully achieved significant power reduction in its unit over the year by continuous research and optimization of its air condition product.