Voltas celebrates Independence Day with a new DVC, based on the theme of nation-building

The new #KeepingIndiaCool Voltas DVC sheds light on the company’s growth journey since Independence, and how it has been contributing to building the nation.

Voltas Limited, from the house of Tata’s, has launched a new digital video commercial (DVC)- "#KeepingIndiaCool". Launched on the occasion of India’s 75th Independence Day, this DVC commemorates Voltas’ contribution to nation-building and sheds light on how the company has been serving the nation through its wide range of cooling solutions for over six decades.

"#KeepingIndiaCool" DVC showcases Voltas’ journey from the time it took its first step towards being an enabler in nation-building. In 1954, Voltas won the contract to build power plants and use earth-moving machinery at Tungabhadra Dam. The company has come a long way since 1954 when it opened its first factory, and has had many firsts along the journey spanning over 6 decades. In 1956, Voltas installed 8 crystal room air conditioners at the chief minister’s home and the company has pioneered marine air conditioning in the late ‘60s. In 1972, Voltas inaugurated India’s 1st high-speed train with air conditioning and has been serving the Indian community ever since.

As part of the Namami Gange mission, Voltas is spearheading two projects in Karmalichak and Beur, Bihar and has been an integral part of the cleaning up of the river Ganges. Over the years, Voltas has worked tirelessly, innovating and delivering products that are designed specifically to suit the needs of Indian consumers. The Company launched India’s first Air Conditioner in 1954, the first split AC in 1984, first floor standing AC in 1993 and first sub-one-ton AC in 2000. Voltas also launched India’s first star rated Air Conditioners in 2007, much before it was made mandatory by BEE for the industry. In 2012, Voltas de-seasonalised the AC category with the introduction of India’s first All Weather AC, and in 2016, the company introduced the first All Star Inverter ACs. And recently in 2019 it launched India’s Adjustable AC range, giving flexibility of tonnage to its users.

For more info, visit: https://www.voltas.com/