



### **ONIDA Khushiyon Ka Bonus Festival Offer**

ONIDA has launched unique consumer offer during the festival period from 16<sup>th</sup> September to 31<sup>st</sup> October 2011 .Onida plans to spend over Rs 25 Crores in ONIDA Khushiyon Ka Bonus Festival Offer campaign.

In ONIDA Khushiyon Ka Bonus offer the consumer has a chance to win one assured offer through a scratch card. Among the options available in the scratch card are Free ONIDA products or Extended Warranty upto 5 years or Cash back or Exclusive discounts or Free Gifts like HD DTH with LED TVs.

During this period ONIDA expects its revenue to grow by over 200 % in flat panels TVs , 100% in microwave ovens & washing machines ,and 50% in air conditioners & DVD players .New product launches of LED TVs , Microwave ovens & washing machines will help ONIDA aggressively gain market share in all these categories .

### **ONIDA has launched ONIDA iTube , India's first 3 D SMART LED TV powered by Android .**

Onida iTube delivers a superior 3D experience of viewing and is internet enabled by Android which allows user access to large number of apps available in the Android market. Onida iTube LED TV has a stylish slim Diamond Edge bezel (frame) resulting in seamless and awesome viewing experience.

- a) Only ONIDA iTube is powered by Android which unleashes the world of apps available in the Android market .It has internal memory of 70 MB to store nearly 100 apps in your personal apps library.
- b) Only ONIDA iTube has Stylish Slim Diamond Edge bezel (frame) which gives you Seamless and awesome 3D viewing in addition to supporting all 3D formats.
- c) Only ONIDA iTube is powered by Dual Processing which allows you to download your content while viewing the TV
- d) Only ONIDA iTube provides you a Internet Browsing Interface that is simple and easy to use. Access to the net has never been so easy.

Now with ONIDA iTube you don't have to move an inch to surf internet, play games, download content, check information & even pay your bills online.

The ONIDA iTube LED TV is being now bundled in a 32 inch screen size with easy to use polarized 3D Glasses.

The other features which makes it stand apart from the competitors in the market are the Wifi, Ethernet, Movie USBx3, Full HD, All sync, 2D to 3D conversion and comfortable 3 D glasses that comes along with it. It is an all-in-one entertainment center with Internet.

### **ONIDA Launches new range of Microwave Ovens**

New range of ONIDA Microwave ovens with built in Calorie meter and mobile enabled recipes. Along with Indian Auto cook menu this new range of microwaves are with stunning aesthetics.



The new models launched are – Classic, Flora and Diamond .The new range along with top selling Black Beauty Microwave Oven are all set to make ONIDA leading brand in Microwave ovens with a market share target of 20% in the festival period.

### **Advertising strategy during the festive season**

ONIDA will focus on promoting SMART 3 D LED TV, ONIDA iTube LED TV. Advertisement campaign would be in television, print, outdoor, radio media. Apart from this, ONIDA will advertise Microwave Ovens & Washing Machines during the festival period.

Overall ONIDA will be increasing the advertisement expenditure during this quarter by 25% to gain market share across categories.

The communication will bring out the product innovations and consumer functionality .The communication will be focused on making ONIDA trendy brand and creating an emotional connect with youth.

### **About ONIDA:**

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ONIDA was started by Mr.G.L.Mirchandani and Mr.Vijay Mansukhani in 1981 in Mumbai. In 1982, ONIDA started assembling television sets at their factory in Andheri, Mumbai. ONIDA today enjoys a strong equity among consumers, making it one of the leading brands in India. Besides being a leading brand in CTV, LCD & DVD categories, ONIDA has established itself as a strong player in the household appliance categories of Microwave Owens, Air-conditioners & Washing machines. ONIDA is also present in the mobile phone business and has steadily increased its share of the market. ONIDA has a network of 33 branch offices, 151 Customer Relation Centers and 41 depots spread across India. **Website:** [www.onida.com](http://www.onida.com).