

ONIDA iTUBE- India's 1st Android SMART 3D LED TV

Onida has launched its latest innovation in LED television. The new innovative LED TV – Onida iTube - is India's first Smart LED TV which is powered by Android. Onida iTube delivers a superior 3D experience of viewing and is internet-enabled - powered by Android - which allows the user access to a large number of apps available in the Android market. Onida iTube LED TV has a stylish slim Diamond Edge bezel (frame) resulting in a seamless and awesome viewing experience.

ONIDA iTube – India's first Android powered Internet, 3D LED TV

What makes ONIDA iTube so special and India's first user friendly Smart LED TV?

- a) Only ONIDA iTube is **powered by Android** which unleashes the world of apps available in the Android market. iTube has an internal memory of 70 MB to store nearly 100 apps in your **personal apps library**.
- b) Only ONIDA iTube has a **Stylish Slim Diamond Edge bezel** (frame) which gives you a **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 an **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 now being launched in a 32 inch screen size with easy to use polarized 3D Glasses.

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

So unwind, browse, play, network and change the world around you without moving an inch.

Speaking on the occasion of the launch of Onida iTube, Mr Sanjeev.K Jain, Vice President – Sales & Services, Mirc Electronics said, "3D and Internet LED TV is a rapidly growing segment, and iTube LED TV comes out tops as compared to products available in the market. We are confident of getting a tremendous response from our customers this year. Our continuous presence with quality products over the last 30 years has helped build trust with our dealers and with our consumers."

Commenting on the recent initiatives undertaken by the company, Mr. Vipul Mathur – Vice President, Marketing said, "The new products that we have launched recently based on our strong Consumer Connect programme have all been received well. Our Chairman, Mr G L Mirchandani has been personally involved in driving this consumer insightful process which has been the core philosophy of the company, and has himself made consumer home visits to

understand unstated needs that are then fed into product innovation. The iTube LED TV and Pre-cool AC are prime examples of products that have been developed based on such consumer insights.”

The i-Tube Android SMART LED TV will also contribute immensely to the ambitious growth targets taken up by the company. After a successful year last fiscal when they touched Rs.2000 Cr, the company plans to grow at 50% to reach a Rs.3000 Cr top line target.

About ONIDA:

Mirc Electronics Ltd., the makers of 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 34 branch offices, 151 Customer Relation Centers and 41 depots spread across India.