

Double Celebrations with Onida this Onam

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Onam – the festival of joy and celebrations in Kerala. And now with Onida, it will be Double Celebrations! Onida announced the Double Aaghosham for Onam this year, with Great Products and Great Offers ensuring that every consumer is doubly satisfied.

The Onida Double Aaghosham will be administered through a scratch card and every single consumer stands to go back home as a winner as there is something on offer for everyone. Customers who buy Onida products stand to win from a wide range of gifts and prizes on offer that include Gold coins, Discount on a second Onida product, and Surprise Offers based on the product that the customer has purchased. The offer is applicable on all Onida products including Colour TVs, LCD and LED TVs, Air Conditioners, Washing Machines and Microwave Ovens.

Speaking on the occasion of the launch of Onida Double Aaghosham, Mr G Mani, Regional Business Manager, Mirc Electronics said, “Kerala has always been one of the leadership markets for us, and we have been receiving tremendous response from customers year on year. Our continuous presence here 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. Mani 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 insighting 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 ICare LED TV and Precool AC are prime examples of products that have been developed based on such consumer insights.”

Onida last year launched the ICare LED TV which was a first of its kind and which came with a Monolithic glass finish which was well appreciated. The product reduces reflection of ambient light and provides protection from UV rays emitted from the screen, thus reducing strain caused to the eye due to prolonged TV viewing. The company is aiming to sell 18,000 Flat Panel TVs in Kerala. The Precool AC launched this season was amongst the best selling models in the market, and it was again a “First in the World” innovation! Based on a consumer insight of a requirement of being in cooled zones at all times, Onida designed the AC in such a way that it could be switched on (or put off) remotely just by sending a SMS to a Pre-cool Mobile unit that came along with the product.

Kerala will also contribute immensely to the ambitious growth targets taken up by the company. After a successful year last fiscal when the company touched Rs.2000 Cr, the company plans to grow at 50% to reach the Rs.3000 Cr topline number. During the Onam period, the company is targeting to grow in Kerala by over 70%, and the Onam period sale contributes to close to 45% of the annual sales. On an annual basis, the company is looking at over 50% growth in Kerala to reach Rs.200 Cr. In Mr. Mani’s



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words, “Kerala and Onam in particular are harbingers for our company’s performance across the country. So far the state has always delivered and we do not intend to disappoint this year!”

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 Ovens, 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.