

**Headline:** TV companies cash in on World Cup fever

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## TV companies cash in on World Cup fever



**AVNEEP DHINGRA** New Delhi | 13th Feb

**T**elevision companies are wooing buyers with a variety of offers keeping in mind the cricket World Cup. Samsung is partnering with Dish TV to provide HD DTH free along with a 45-day "platinum pack subscription" with its flat panel TVs for screen sizes of 32 inches and above. The company has also introduced a scheme under which a customer can take home a LED or LCD TV for Rs 1,999 with zero interest on finance.



According to R. Zutshi, deputy managing director of Samsung India, "The company is expecting a 100% jump in the sale of its flat televisions during the upcoming cricket season. We are planning to sell around 6 lakh TV sets during this time. Our offers of free Dish TV connections and zero interest will be of great value to the consumers."

Onida, a relatively smaller competitor in the game, is expecting a 40-50% upswing in monthly sales of TVs in this period. This is slightly more than what the company witnessed in eastern India during the football World Cup last year. The company is targeting a two-level growth of high-end flat panel TVs in urban areas and entry level CRT TVs in rural areas.

Japanese major Sony has tied up with Airtel and will offer free Airtel HD DTH connections on purchase of Bravia HD TVs. This offer is valid from 1 February to 15 April.

<http://www.sunday-guardian.com/business/tv-companies-offer-freebies-to-cash-in-on-world-cup-fever>