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Onida plans exclusive stores in India

Bangalore: Mirc Electronics, promoters of Onida, plans to establish exclusive retail stores - both company-owned and franchise-operated - in India, a senior company official said today.

"A few of the stores will be in place by the end of this financial year", Sriram K, Vice President - Sales, Service & Marketing at Onida, told PTI here. "We will have ten to 12 stores in the first phase (in the next one year)", he said.

The company is opening a new plant in Roorkee in Uttar Pradesh next month. "In North India, our market share is lower than the national average", he said. The new plant would start off with manufacture of washing machines and other products later, Sriram said.

He said Onida, whose product range includes television, washing machines, DVD players and microwave, would shortly launch a new brand campaign which would run till October-end.

Company officials said Onida was largely seen as only a television brand so far and there was need to highlight other products as well.

The new brand campaign would showcase the thoughtfulness behind Onida's product features through the eyes of today's young couple.



Sriram said Mirc had a sales turnover of Rs1,600 crore in 2008-09 and is aiming for a 20-25% growth in the current fiscal, during which it had earmarked Rs100 crore for ad campaigns, a 100% increase over the previous year.

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