

## Press Clip

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## Onida's new brand campaign

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### Chennai, Sept 20:

MIRC Electronics, promoters of Onida, announced its new brand campaign on Saturday. Addressing media persons here, K. Sriram, Vice-President, Sales, Service and Marketing, said the company was moving away from 'Devil' campaign. It would now use a 'new age couple' as its protagonists. This was not only a change in advertising strategy or brand positioning but also a complete change in how Onida would understand and respond to consumer needs better.

With this new brand campaign, the company would address the youth and establish it as more than a TV brand. It would expand the awareness of other products and ultimately there would be a corresponding increase in sales. The new campaign would put the company on an accelerated growth path, he added.

Onida was restructuring its core organisational processes to strengthen the link between consumer insights and product design, he said.

Mr. Sriram said the company had already invested Rs. 50 crore in its washing machine manufacturing facility at Roorkee.

The unit, having a capacity of 3.50 lakh washing machines (both fully and semi-automatic), would be operational from next month.

In the television category, the company at present had 11 per cent market share, he said and added that it was expected to grow to 15 per cent this year. The company had earmarked Rs. 100 crore towards ad spend this year against Rs. 50 crore last year.

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