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Onida plans exclusive stores in India; mulls franchise model

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Mirc Electronics, promoters of Onida, plans to establish exclusive retail stores -- both company-owned and franchise-operated -- in the country. "A few of the stores will be in place by the end of this financial year. We will have 10 to 12 stores in the first phase (in the next one year)," said Sriram K, vice president - sales, service & marketing at Onida.

The company is opening a new plant in Roorkee in Uttar Pradesh next month. "In north India, our marketshare is lower than the national average," Sriram added.

The new plant would start off with manufacture of washing machines and other products later, said Sriram.

Sriram 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 Rs 1600 crore in 2008-09 and is aiming for a 20-25 per cent growth in the current fiscal, during which it had earmarked Rs 100 crore for ad campaigns, a 100 per cent increase over the previous year.

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