

Headline: Onida's LCD TV

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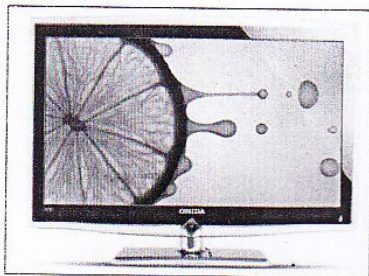


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ONIDA unveils India's First 24" FHD LCD TV

Company Brief
Mumbai, September 8, 2010

Mirc Electronics Ltd. (ONIDA), India's highly trusted and reputed Consumer Durables Company, offers once again for the first time in India a product truly unique for the Indian consumers - the 24M Full High Definition (FHD) LCD TV.



ONIDA 24M FHD LCD TV

The 24M FHD LCD TV is surely a product the owner can be proud of as it is a breakthrough innovation that no one has attempted before. It is the ONLY LCD TV in its size range to be designed with FULL HD capability. Most other LCD TVs offer Full HD only on their 32" (81 cm) range and above. Onida has thus significantly lowered the bar and ensured that there is no compromise on viewing quality even at the entry level.

Besides, this feature-packed product includes some of the most exciting features such as: -

- * Movie TV - a USB 2.0 port that allows users to play movies, listen to music and watch pictures;
- * HDMI - Connects digital audio or video sources;
- * VisD Image Engine - for refined picture quality;
- * 70,000:1 - a remarkable dynamic contrast ratio that brings pictures to life;
- * 200 Watts PMPO
- * Iplayon

- * 5* energy efficiency
- * Simple SURF

This product is developed solely keeping in mind the Indian consumer's choice and requirements. ONIDA is offering this new sensational LCD at a special introductory price of only Rs. 17,990/-. Thus, every Indian aspiring to own a LCD TV can now fulfill his dream with the ONIDA 24M FHD LCD TV series which comprises of some of the finest features packaged into a single FHD LCD TV available at an affordable price.

Speaking on the occasion, Mr. Anand Ramadurai, GM, Marketing, Mirc Electronics Ltd. (ONIDA) said, "In a competitive market scenario wherein most of the players are focusing only on the high end segment and larger sized panels today, we have developed an extremely unique FHD resolution option for the Indian consumers. The 24M FHD LCD TV is the country's first-of-its-kind and comes with some of the finest features that are unseen in LCD TVs below the 32" size category. The size is also unique as 24" is a perfect upgrade from a 21" CRT."

The ONIDA 24M FHD LCD TV is an excellent option for an LCD TV designed specially for an ideal Indian home. The product is available through Onida's vast network of dealers across the country.

For further information, please contact:

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