

MIRC ELECTRONICS LIMITED TELE INTERVIEW WITH CNBC-TV18

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Q: We believe that your LCD and the LED segment is showing maximum volume traction. You have already passed on some amount of cost increases. Is there more that we can expect, considering the amount of traction that the segment is seeing?

A: The LCD, LED segment is showing consistent growth. Yes, more costs have to be passed on to the consumer in the coming months. So, all of us are pensive about how this would impact the consumer demand because another 4-5% price hike may result in some kind of a consumer demand slowing down.

Q: What you have done in terms of a price hike at this point in time? We understand that your margins are under pressure. How much have you been able to pass on to consumers?

A: We have passed on substantial amount, nearly 4-5% of the cost, to the consumer in last few months. With the dollar being so volatile, it's becoming a new challenge everyday. We look forward to passing another 4-5% of the cost to the consumer in the next few months.

Q: Will that cover your margin pressures then?

A: It would definitely ease out the margin pressures from where we are today.

Q: Your mobile communication devices segment was down 44% last quarter and even the EBIT margin on that front were negative. What are you hoping for in this quarter?

A: We are working out a strategy for the mobile business which would result into a positive growth.

Q: Can you share that?

A: Right now, I think this is what I can share on the mobile business front.
