

## LG Electronics announces phenomenal festive season sales

*Records landmark revenue of Rs. 2,500 crore this festive season*

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LG Electronics, India's leading Consumer Durable company today announced it's phenomenal success in terms of sales across product categories, which has led to the company achieve an industry landmark of Rs. 2,500 crore as revenue during the festive season.

The month of October , in particular saw phenomenal sales especially in the display category which includes Conventional CRT TV and Flat Panel Displays (PDPs, LCDs and Flat screen TVs), LG's contribution in the month of October alone was above 5.7 lakh units, which was a growth of 21 % over last years sales in the same period. The same month also saw LG reiterate its leadership in the Home Appliances category with record sales of over 1lakh washing machines, 1.30 lakhs refrigerators, 50, 000 microwave ovens and over 30, 000 airconditioners .

Commenting on the exceptional performance of the company, Mr. Girish V Rao, Vice President - Sales & Marketing, LGEIL said, 'India has always been a priority market for LGE and our aggressive festive campaigns this season have been extremely favorable for LG India. We are extremely delighted that our festive offers have been appreciated across the country and LGEIL has received an overwhelming response from it's customers.'

LG Electronics had earmarked a marketing budget of Rs 100 crores for the festive season this year. The festive period promotion covered Onam, Ganesh , Durga Puja & Diwali.

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### **About LG Electronics India**

LG Electronics India Pvt. Ltd., a wholly owned subsidiary of LG Electronics, South Korea was established in January 1997 in India. One of the most formidable brands in the consumer durable and home appliances segment, LGEIL has an impressive portfolio of Color Televisions, Washing Machines, Air-Conditioners, Microwave Ovens, Refrigerators (Direct Cool and Frost Free), PCs, Vacuum Cleaners, Audio Systems, DVDs, PDPs, optical storage devices, Laptops and GSM mobile phones. In India for over nine years, LG has earned a premium brand positioning due to its superior quality, high product performance, revolutionary technological delivery and warm service. LG is the acknowledged trendsetter for the consumer durable industry in India with the fastest ever nationwide reach, latest global technology and product innovation.

LGEIL has achieved a turnover of Rs. 7500 crores in 2005. LGEIL's first manufacturing unit at Greater Noida is one of the most eco-friendly units among all LG manufacturing plants in the world. The new and second Greenfield facility of LG Electronics India located at Ranjangaon, Pune has the capacity to manufacture GSM Mobile Phones. Color Televisions, Air Conditioners, Refrigerators, Washing Machines, Microwave Ovens and Color Monitors .This is India's first mobile phone manufacturing unit.

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You can also visit [www.lgindia.com](http://www.lgindia.com) for more information.