

LG posts turnover of Rs 8250 Crore

Targets 19% growth in exports and 15% growth in the domestic market

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LG Electronics India, the country's leading consumer durable company today announced their annual results for calendar year 2006 at Rs 8250 crore. The company is expecting an overall growth rate of 15% this year and has declared that their focus product categories will be Flat panel Displays and GSM phones.

LG India has also forecast a growth of 19% in exports, which is expected to contribute Rs. 950 crore to the total turnover in 2007.

Having achieved leadership position in Plasma Display Panels and Flat TVs, the company is expecting to become the market leader in LCD TVs as well. The other focus category will be GSM, in which the company is aiming to be amongst the top 3 players. The company is also targeting to achieve sales of 10 million handsets by year 2009.

Commenting on the strategies which LG India will adopt to achieve growth, **Mr. Moon B Shin, MD, LGEIL** said, 'The successful implementation of Blue Ocean strategy across systems and products will be critical to our success this year. We have already rolled out products like Time Machine TV and Chocolate phone as part of this strategy and year 2007 will see us launching many more unique technologies and products. We will also strengthen our base as an export hub.'

LG India achieved a turnover of Rs. 8,250 crores in 2006, posting an overall growth of 10% . The overall contribution was 43% from Home Appliances, 39% from Consumer Electronics, 13% from IT products and 5% from GSM.

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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'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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