

LG unleashes ICC Cricket World Cup Fever 2007

Launches the Official Television for fans - the LG Cricket Series

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In an endeavor to achieve a closer connect with their esteemed customers prior to the ICC Cricket World Cup 2007, LG Electronics, the leading consumer durable brand today announced the launch of their Limited Edition Cricket Series - the Official Televisions for the ICC World Cup 2007. This range will be available across India starting March till stocks last.

Commenting about this latest launch from LG, Mr. Amitabh Tiwari, Business Group Head, Consumer Electronics, LGEIL said 'LG is proud to be associated with the biggest and most awaited sporting event of the year'. Mr. Tiwari, further added, 'By offering our valued customers an official television for the World Cup, we are confident that the forthcoming World Cup will further strengthen our leadership position in the CTV category. We are targeting a growth of 75 % in CTV sales during the World Cup.'

LG Cricket Series TVs

This limited edition LG Cricket Series range televisions are available in a 3 unique models, including one from LG 's sleek & stylish Slim range. All these models reflect LG's association with the Cricket World Cup 2007. These televisions are feature rich & equipped with XD technology which ensures unmatched picture clarity & thrilling theatre surround sound.

The patented 'Golden Eye' technology in these televisions makes for a strain free viewing experience.

The Slim TV model available in this range has aesthetics which are in sync with the color of a cricket ball and is 30% slimmer than normal CRT TVs. This model is priced at Rs. 19,990. The other two models available in this limited edition model also combine the best in technology with stylish looks that are sure to appeal to cricket fans. These Models are available in a visually appealing Silver (Marvel Finish) and Golden Willow (Wooden finish). These televisions are priced at Rs. 17290.

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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. It is one of the most formidable brands in consumer electronics, home appliances, IT hardware and mobile communications space. In India for a decade, LG has earned a premium brand positioning and is the acknowledged trendsetter for the industry.

LGEIL has achieved a turnover of Rs 8250 crore in 2006. LGEIL's manufacturing unit at Greater Noida is one of the most eco-friendly units among all LG manufacturing plants in the world. The second Greenfield facility is located at Ranjangaon, Pune has the capacity to manufacture GSM

Phones, Colour Televisions, Microwave Ovens, refrigerators and Optical Disc Drives. This is India's first mobile phone manufacturing unit and also Asia's largest Optical Disc Drive manufacturing plant.

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