

LG launches India's first Star Rated Air Conditioners

Invests Rs 5 Crore in installation of Balanced Ambient Calorimeter

New Delhi, Delhi, IND, 2007-03-12 17:43:35 (IndiaPRwire.com)

Taking the lead in the energy efficiency labeling programme, LG Electronics has launched India's first Star Rated Air Conditioner . Simultaneously the Company has invested Rs 5 Crores in the installation of a state of the art Balanced Ambient calorimeter at its Greater Noida facility. The company has already launched 4 star and 5 star models in Split type Air-conditioners as a voluntary participant in the of Bureau of Energy Efficiency's star rating Program.

Commenting on the development, Mr. Ajay Bajaj, Business Group Head, Air Conditioners, LGEIL said, 'Energy efficiency is a vital element for all products as they help in saving electricity and directly give benefits to the user. We at LG are committed to make our products as energy efficient as possible through various endeavors and thus ensure our valuable customers reap long term benefits in terms of perfect cooling and power saving . '

The inauguration of the Balanced Ambient calorimeter at the LG laboratory in Greater Noida was done today by Mr Ajay Mathur, Director General ,BEE, who lauded LG's star rating initiative & commitment towards providing top quality products to the consumers.

This Balanced Ambient calorimeter will ensure enhanced accuracy in measuring the energy efficiency and performance of all LG air conditioners. LG will verify the energy efficiency during the design stage as well as while sampling post the launch of the product. The advanced calorimeter based on international standards, will enhance accuracy of measurement.

LG has also set up five more psychometric laboratories which are accredited by the National Accreditation Board for Testing and Calibration Laboratories. The company currently has 25 engineers in their Research and Development wing working on energy efficiency testing and LG is planning to increase the number of engineers to 35 by 2008

- END -

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.

For more information, Please contact:

Judy Pae

Corporate Communications - LG Electronics
+822 3777 7144

Neeta Sharma

Corporate Communications - LG Electronics
0120-2560900

You can also visit www.lgindia.com for more information.