

## LG Electronics completes a successful H1 2007

*Achieves 20% average growth over H1 sales turnover in 2006 Succeeds in further building India as an export hub with 50% growth over last year*

Greater Noida, Uttar Pradesh, IND, 2007-07-23 17:51:31 (IndiaPRwire.com)

LG Electronics India Pvt. Ltd., today announced their H12007 sales turnover figures for the period Jan - June 2007. The

company has registered phenomenal growth vis-à-vis the same period last year, in all categories including export and GSM , which are the two main focus areas.

In terms of overall performance, LG has clocked a sales turnover of Rs. 5000 crore amounting to a remarkable average growth of 20%. In the domestic market, LG posted a turnover of Rs. 4,500 crore in H1 2007 and in terms of exports; LG recorded a phenomenal growth of 50% over H1 2006. The company overall clocked export turnover of Rs. 500 crore in H12007 as

compared to Rs. 330 crore in H1 2006. Commenting on the performance, Mr. Moon B. Shin, President South West

Asia, LGE, and Managing Director, LGEIL said, 'I am extremely happy to announce LG's performance in the first half of this year. We have already attained an overall turnover of Rs. 5000 crore in the period Jan - June 2007, and I am confident that we will be able to meet our target of Rs.9500 crore by year end. We attribute this successful first half to our strategic product portfolio expansion, innovative marketing strategies and technology leadership. Our focused customer and dealer relationship programmes have also helped us to achieve double digit growth.'

LG has posted significant growth across categories. In the consumer electronic segment, LG has achieved 13% growth, taking the H1 2006 sales turnover of Rs. 1,300 crore up to Rs. 1,500 crore in H1 2007. Post a successful consolidation of the Kitchen appliance segment, LG has recorded an impressive 16% growth over last year, posting a sales turnover of Rs. 2,220 in H1 2007 vis-à-vis Rs. 1,900 crore in H1 2006.

In the Mobile Communications division, LG achieved a growth of 64%, taking the turnover from Rs. 190 crore in H1 2006 to Rs. 315 crore in H1 2007.

In terms of IT division, LG witnessed a growth of 13% in H1 2007. While the company registered a turnover of Rs. 400 crore in H12006, the figure increased to Rs. 450 crore in H1 2007.

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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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