

Samsung to offer the largest SlimFit™ TV Range in the country

Seven new, advanced Ultra Slim, Slim and Flat TV models launched; 'Easy View' technology introduced in Samsung Flat CTVs; Consumer Promotion for Onam announced

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Digital technology leader, Samsung India today announced the launch of its new 2007 range of Flat Colour Televisions for the Indian Market. Three Ultra SlimFit™ models (21Z50/21Z57/21Z51), two SlimFit™ models (29Z57/29Z50) and two Flat TV models (29M40/21M40) constitute the new Flat TV lineup that has been launched today, making Samsung's SlimFit™ TV lineup the largest in the country.

'The new 2007 Flat TV Series from Samsung are differentiated as much on account of their design as for their enhanced performance with the Easy View technology that has been introduced in most of the Samsung Flat TVs', states Mr. R. Zutshi. Samsung Ultra SlimFit™ televisions are one third the size of conventional Flat TVs.

While the 21Z57 Ultra SlimFit™ scores high on account of its elegant, high glossy bezel and LCD TV like looks, the 21Z51 is the first Ultra Slimfit TV with Woofer in the country. It gives a sound output of 500 PMPO and coupled with Samsung's 'Easy View' Technology, it is truly a masterpiece. States Mr. Zutshi, 'Easy View technology is borne out of our Indian R & D Center's efforts to offer certain unique features specially for the Indian consumers.' The Easy View features include Channel Minimizer (On Screen Menu Display for easy channel surfing), Channel Scheduler (Switch from one program to another at a preset time), Channel Grouping (Group your favourite channels/programs on categories) Half Mute (Reduce Volume to half at one touch) and Music Mode (Listen to audio with display off).

The 29' SlimFit™ TVs introduced by the Company -29Z57 and 29Z50 too have a premium Flat Panel looking TV design, Easy View technology and 350W PMPO Sound Output. The 29Z57 has the same glossy finish as seen in the 21Z57. The Flat TV models, 29M40/21M40 too offer an enhanced viewing performance on account of Samsung's patented DNle technology and Easy View technology. With the launch of the new Flat Televisions, Samsung has a product lineup comprising of 22 Flat TV models, priced in the range between Rs.6400/- to Rs.22,500/- and 7 Slimfit TV models in the range between Rs.10,500/- to Rs 20,000/-

States Mr. Pradeep Tognatta, Director-Sales, Samsung India 'The Slim TV category is expected to fuel the transition from curved TVs to Flat TVs. At Samsung, we expect to sell 200 K units of Slim TVs this Year'. The Company expects to notch up a 50% market share in the Slim TV, 50% market share in the LCD TV and 25% market share in the overall Flat TV market in the country.

Samsung India also announced its Consumer Promotion for the Onam festival in Kerala. The Promotion titled 'ULLILENTHA' in Malayalam, meaning 'What is Inside' revolves around the concept of breaking the auspicious coconut and discovering the Gift from Samsung. Every consumer buying a Samsung product in Kerala between August 1~September 15, 2007 gets to break a coconut at the dealer counter. One in 5 customers gets a Gold Coin from the Company while every customer buying a product gets an assured gift of a lunch box/glass set/kitchen set. Lucky customers also stand a chance of winning LCD TV, Home Theatre Systems, Digicam, Microwave Oven and DVD

Player. Every Samsung LCD purchase in the screen size 32' and above, entitles a customer to a HD-DVD Player free from the Company. Buyers of LCD TVs below 32' Screen size get an assured gift of a DVD player. The company is spending Rs.5 Crores on the promotion.

States Mr. Tognatta, 'We expect to do business worth Rs.80 crores in Kerala during the July~September period, including the promotion. This would imply a growth of 60% over sales in the corresponding period in the previous year'. To enhance its visibility in the state, the Company plans to carry out 14 Dream Home Road shows in the second half. It also plans to set up 2 more Samsung Brand Shops in Kerala.

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About Samsung India Samsung India is a 100 per cent owned subsidiary of Samsung Electronics Co., Ltd. (SEC) in India. Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in 124 offices in 56 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Network Business and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs

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