

Canon Offers EOS 350 D DSLR at an Attractive Price to its Customers

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Speaking on this announcement Mr. Parveen Sahni, Assistant Director, Imaging Communication Products, Canon India said 'It brings us great pleasure to see satisfied customers. The DSLR range is not only for serious photographers but also for aspiring professionals and amateur photographers. Canon is offering the special price on EOS 350D as we are encouraging the customers to enhance their photography skills with this exciting camera.' He further added 'Canon keeps on announcing such initiatives from time to time so that customers from any segment can experience and enjoy Canon's products.'

Canon's EOS range known for its exceptional speed, rugged durability and advanced features is a part of the Canon Edge Program. Canon Edge Program is an attractive scheme for its professional customers to encourage them to buy Canon Digital SLR Cameras from authorized Canon dealers. The Canon EOS camera customer can now get these products at a 0% finance scheme and will get nine other exciting gifts such as - a free return ticket, a free 1 GB card, 1 year extended warranty, a Canon EOS Pro kit (jacket, cap and camera bag), digital photography training coupons, lens and accessories discount coupon, complimentary sensor and lens cleaning coupon, a digital photography course discount and a free digital photography handbook

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About Canon Inc

Canon Inc. is a global leader in photographic and digital imaging solutions. Its global network now includes 184 companies, employing some more than 108,000 people. It is dedicated to the advancement in technology and innovation and commits 10% of its total revenue each year to R&D. Canon has consistently remained as one of the top 3 companies to have earned the most number of patents over the last decade. Since 1993, Canon continues to be ranked as one of world's largest corporations by the Fortune Global 500 Ranking. Guided by its kyosei philosophy, which focuses on "living and working together for the common good", Canon delivers high performance and user-friendly products and solutions to improve efficiency both in the office and home environment. More information is available on www.canon.co.in

Canon in India

Canon India Pvt. Ltd. is a 100% subsidiary of Canon Singapore Pte. Ltd., a world leader in imaging technologies. Set up in 1997, Canon India markets a comprehensive range of sophisticated contemporary digital imaging products that include photocopiers, multi-functional peripherals, fax-machines, printers, scanners, digital cameras, camcorders and multi media projectors. Five imaging engines of Image Capturing, Electrophotography, Bubble Jet, Semiconductor and Display drive these cutting-edge technology products. The company today has offices in 7 cities across India and employs over 400 people. Canon has 280 channel partners, 416 retail outlets including 320 IT Imaging Zones, 54 Digiclick Zones, 6 Digic Video Zones, 4 Canon X'perience and 32 Canon Care Centres.

It also has over 100 authorized service centres and more than 2700 resellers across 300 towns in India it does business in. Canon has also cued in on the alliances route with 13 national and 28 city specific different retail chains.

Creating an industry benchmark with new technologies in the latest product range the company launched 87 new products in 2006 including the launch of 51 products on a single day which is an industry landmark for the largest number of products launched in a single day. Overall, Canon India touched revenue of Rs. 400 cr in 2006.

Canon India has a Software Development Centre located in Gurgaon. Set up in the middle of 1999, the Canon Software Development Centre is one of the six such cutting edge technology centres established by Canon Inc. globally. It develops original technologies as well as supporting Canon marketing companies worldwide with application software. Canon India is ISO 9001:2000 and ISO14001:2004 certified and its Software Development Centre has achieved the CMM level 3 status.

In 2006, Canon India received the CII-EXIM Business Excellence Award for Strong commitment to excel.

In 2007, Canon India will be celebrating its 10th Anniversary of operations in India. As a part of these celebrations Canon is working on strengthening its brand in the country and 'Indianising' the brand appeal, which will see Canon embarking on many innovative and exciting programs to engage with customers, channel partners and employees.

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