

Haier Lao Olympics Jao - Mega Consumer offer - Mega festive promotion offer with assured gifts on every purchase

Bumper prizes - 4-day all paid trip to the Beijing Olympics; Exclusive Exchange Offers; Assured Gifts on purchase of any Haier Product

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At a time when Indian sports is on a winning spree, **Haier, one of the largest Consumer Electronics & Home Appliances brand across the globe** has offered an additional bonanza to consumers with the announcement of its mega festive promotional offer "**Haier Lao Olympics Jao**" today. The mega consumer offer will be on from October 10 till November 15 this festive season and will reward lucky bumper prize winners a chance to win a 4-day all paid trip to the Beijing Olympics being held next year. Haier is the official sponsor of the Beijing Olympics, 2008. This unique offer also entails assured gifts by scratching a card on the purchase of Haier products.

Apart from the bumper prizes, the mega offer will offer Haier customers a chance to win attractive gifts like Haier Side by Side Refrigerator, ACs, Microwave Ovens, LCD televisions, fully-automatic washing machines, mini bar, grill-microwave ovens, DVD players, Glassware set and Cookware sets, on every purchase of a Haier product*.

According to Mr. Pranay Dhabhai, Whole Time Director and COO, Haier Appliances (India) P. Ltd., 'Through this festival promotion, we intend to bring alive the dreams of our customers. Diwali is a very important festival and is celebrated with great fervor and enthusiasm in all parts of the country hence we have got assured gifts for all buyers on their purchase of Haier products. Customers can not only win assured gifts but also get a chance to go to the Beijing Olympics on an all paid trip through this amazing offer. The promotion has been designed with a difference and is focused to reach the masses. The company is looking forward to the festive season.'

As a part of the Mega offer the lucky winners go to the Beijing Olympics in 2008. Apart from watching the games the Grand Prize also includes a 1 ½ day Beijing city tour and a visit to the Haier Olympics Showroom and the Olympic Theme Park. Accommodation, Food, Airfare and travel being taken care the winners also get lots of exciting gifts during their stay in Beijing.

The Festival offering not only includes the 'Haier Lao Olympics Jao' offer but other exciting offers like the 'Combo Offer' and 'Exchange Offer'.

'Haier India has a long standing commitment to its consumers. Time and again we have been adding value for our customers with state of the art products and innovative consumer promotion campaigns where the consumer stands to win an assured gift on the purchase of any Haier product. We have an aggressive plan in place to reach out to our customers this festival season and by launching this campaign we expect to maximize our sales during the festival period', **states Mr. R T Rajan, Vice President Sales and Marketing, Haier India.**

Haier has recently unveiled new models of their latest LCD TV range, Washing Machines and the new Empress Series of Refrigerators.

** Offer valid on purchase of any Haier product (Home Appliances and Electronics) except Solo Microwave Ovens, Haier DVD Players and Haier Mobile Phones.*

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About Haier Group

The Haier group was set up in 1984 in Qingdao of China. In just over two decades as per Euromonitor Statistics of 2003, Haier was ranked as the 2nd largest Home Appliances brand in the world. The group has emerged as a top multinational, manufacturing a wide range of home appliances and consumer electronics products with 15 Industrial Parks globally including USA, Europe, Middle East, Africa, and South Asia other than its robust presence in China. The company has its marketing and sales network in 168 countries around the world, and in 2006, the group turnover aggregated **US\$ 13.9 billion**. The product range comprises of over 15,100 models in 96 categories. Continuous innovation is the soul of Haier's corporate culture; Haier has been widely recognized as a leader of 9 products in terms of domestic market shares and the 3rd player of 3 products in the world market and world-class company in the fields of home integration, network appliances, digital and large scale integrated circuits and new materials. Haier has long attached significance to innovation in satisfying the demands of worldwide consumers and realizing win-win performance between Haier and clients. Haier has currently obtained more than 7,000 patented technology certificates and 589 software intellectual property rights. Haier has hosted and taken part in modification of about 100 technological standards. Haier technology of safe care water heaters and dual drive washing machines has been proposed to the IEC Criteria.

About Haier India

Haier India is 100 per cent subsidiary of Haier Group, which started its commercial operations in January 2004. In India the company's product range includes Haier colour televisions, refrigerators, washing machines, air conditioners, microwave ovens, clothes dryers, dishwashers, DVD players and home theatre systems. Planet Haier, the company's exclusive showroom showcases Haier's entire range of home appliances available in the Indian market. The company today has 22 such showrooms across the country and plans to reach a figure of 25 showrooms in the coming few months.

For more information, Please contact:

Rinu Jha

Account Manager - Twenty Twenty Media
26933292
999968715526933298

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