

## Canon Doubles Diwali Delight for its Consumers. Capture the memories of Diwali with Canon

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Special Offers details:

### **Product**

### **Special offer**

IXUS 70

Special Price: Rs. 14,995

**Free:** 1 GB memory card +

Leather case +

Luminarc 7 piece lemon set

PowerShot A550

Special Price: Rs. 9,995

**Free:** 1 GB memory card +

carrycase

DC 210 (Camcorder)

Special Price: Rs. 18,995

**Free:** 4 DVDs - RW + Carrycase

EOS 350D Digital SLR Camera

Special Price: Rs. 28,995

PowerShot A460

Special Price: Rs. 7,995

**Free:** 1 GB memory card +

battery charger + carrycase

**The offer is valid** on other models of Digital cameras and camcorders too, just pick your choice.

To increase the excitement further, Canon has announced a special consumer offer on IXUS range of cameras - IXUS70, IXUS75, IXUS850IS, IXUS 900Ti.

On buying IXUS range of cameras, consumers will get a Luminarc 7 piece lemon set along with other offers as applicable.

Commenting on the exceptional performance of the company in the festival season, **Mr. Parveen Sahni, Assistant Director, Canon India** said, 'Diwali, the festival of light and sound, is one of the most awaited festivals in India. The scintillating night of Diwali fills every heart with mirth and enthusiasm. Canon is celebrating the gala of the Diwali spirit with its exciting offers for our customers. We are extremely delighted and confident that our festive offer will be appreciated across the country and will receive a positive response from our customers.'

Expressing his views on these special offers Mr. Sahni said, 'Canon India has a long standing commitment to its consumers. Time and again we have been adding value for our customers with cutting-edge products and path-breaking consumer promotion campaigns. We had introduced such festive promotions during festivals like Onam in South, Ganesh Chaturthi in West & Durga Puja in East and now this Diwali offer is our latest consumer promotion for the festive season. By launching this campaign we expect to maximize our sales during the festival period.'

Canon India plans extensive print promotions also. These promotions have been introduced with the objective to drive sales during the festival season. This promotion has been designed with a difference and is focused to reach the masses. The company is looking forward to the festive season.

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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](http://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 centers 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.

**For more information, Please contact:**

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