

A Ranking of Top 15 Total ₹47,

I	II	III	IV	V	VI	VII
LG*	Videocon Group*	Samsung*	Sony	Whirlpool	Godrej	Mirc
₹12,279 crore	₹10,832 crore	₹8,500 crore	₹3,000 crore	₹2,729 crore	₹2,003 crore	₹1,579 crore

(2010

*January–December 2010

The 15 largest Indian brands for home entertainment, air conditioners, and home appliances had a combined turnover of ₹47,546 crore in 2010-11. This is a 20-percent increase over the year before, 2009-10, when the combined turnover for these 15 companies was an estimated ₹39,485 crore. For 2011-12, the manufacturers are targeting a growth of 25-30 percent, albeit as the year comes to an end, this is being re-looked at and being revised to somewhat lower level.

The estimate includes conventional color televisions and LCD televisions, audio players, and DVD players; air conditioners; and washing machines, refrigerators, and microwave ovens. It does not include mobile phones, digital cameras, laptops, and play stations. Chillers, freezers, water coolers, and packaged ACs from the air-conditioner segment have also been excluded. This year, on serious feedback, the estimates have been restricted to CE and HA and

color picture tubes and OE manufacturing has not been included.

LG India, achieving a sales figure of ₹12,279 crore in 2010, is ranked first. The company delivers products keeping in mind the consumer's choice and the latest trends. It strongly believes that compatibility with its target group and supreme technology, great designs, and high functionality are the key parameters, which decide the future of a product.

The Videocon Group's CE and HA segment sales turnover is computed as ₹10,832 crore in 2010. The company continued its growth in CE and HA business backed by ongoing in-house technological advancement, aggressive marketing, distribution, and advertising strategies with focused penetration in the key markets.

Samsung India emphasizes on cultivating new categories and consolidating the foundation to make it competent. Leveraging on continuous

innovation and smart range of products, Samsung's annual turnover for CE and HA division in 2010 was ₹8500, a 49-percent growth over previous year's aggregate.

2010 has been an exceptional year for Sony India as the company's CE and HA division achieved a sales turnover of ₹3,000 crore which is a 36.4-percent growth over its previous year's turnover.

Whirlpool registered sales of ₹2728.59 crore in FY2010-11. This was achieved by effective working capital management, cost-effective initiatives, and focus on new product launches.

Godrej's home appliance division touched ₹2003 crore in the financial year 2010-11 and is targeting ₹2400 crore for 2011-12. Innovations in marketing, with multiple product launches were the thrust areas. The company's quality products are considered to be the key reason for consumers to buy its brand.

15

CE and HA Brands

546 crore

VIII	IX	X	XI	XII	XIII	XIV	XV
Panasonic	Daikin	Haier*	Voltas	Hitachi Home	Carrier	IFB	Dixon
₹1,461 crore	₹856 crore	₹825 crore	₹810 crore	₹758 crore	₹696 crore	₹639 crore	₹580 crore

-11)

In the year, 2010-11, Mirc Electronics increased its CE and HA turnover to ₹1578.75 crore. Onida has extended from conventional televisions to a range of products comprising air conditioners, LCD/LED TVs, mobile phones, microwave ovens, DVD players, and washing machines.

Panasonic India which registered CE and HA sales of ₹1460.5 crore in the year 2010-11 saw growth of 33 percent over last fiscal. The company has a two-pronged approach to the Indian market – local innovations to drive volumes and an international range to drive the aspirational image of the brand.

Daikin had a great year with sales turnover of ₹856 crore in 2010-11, an increase of 71.2 percent over the previous year's tally. The company is looking to invest ₹250 crore for India expansion.

Haier India registered a total turnover of ₹825 crore in the year 2010. The sales

of LCD TVs, air conditioners, washing machines, refrigerators, and water heaters recorded a good growth.

Voltas' registered sales of ₹810 crore for its air conditioners in 2010-11. More efficient products, such as inverter ACs and greener refrigerants, are also gaining ground.

Hitachi Home & Life Solutions (India) Limited carried its growth trajectory forward, and at ₹758.28 crore, saw 18.63 percent growth over last year's sales. The company is expanding to smaller cities/towns, and is also increasing its dealer and distributor network.

Carrier with its new launches in residential and light commercial segment continued with its growth momentum this year too. The sales turnover for air-conditioner segment was recorded at ₹695.63, a 26.4 percent increase over the last year.

IFB has increased its turnover and profitability in the home appliances

segment and registered a 27 percent growth over last year's turnover. Washing machines sales in value terms for the year recorded a growth of 24.25 percent. Microwave oven sales in value terms recorded a growth of 31 percent over last year.

Dixon achieved an annual turnover of ₹580 crore in the year 2010-11. The company is manufacturing color televisions, multimedia speakers, washing machines, and LCDs under the brand name Weston. This does not include its OEM operations.

In anticipation of continued momentum, the brands are pumping in huge investment in innovation, R&D, promotion, and marketing. The product range has been expanded to include LED and 3D high definition television sets, and the Indian consumer is being pampered with the latest home appliances as is her western counterpart. ■

Based on research conducted by TVJ in December 2011