

Summer raises hopes on sales

New Delhi, April 8: Major consumer durables companies like Samsung, LG and Bajaj Electricals are expecting a robust growth of up to 30 per cent during this year compared to a slump in demand in 2011 on the back of good performance of the air conditioner and refrigerator segments.

"We are looking at a growth of around 25 to 30 per cent in the current year," Samsung India vice-president (home appliances) Mahesh Krishnan said.

The company that closed 2011 with sales of over ₹20,000 crore with all round contributions from all the segments, is expecting air conditioner and refrigerator segments to grow by 8 to 10 per cent this year, he added.

Similarly, its rival LG Electronics India is also confident of posting a good growth this year after the durables industry witnessed challenges last year due to inflation, dollar appreciation and constant hike in input prices.

"In spite of that, LG has

Samsung, LG and Bajaj Electricals are expecting sales to grow this fiscal. Last year, the sales of ACs and refrigerators were low due to a subdued summer

grown by 15 per cent in its core business of home entertainment and home

appliances. We are expecting a growth of around 25 per cent in 2012 over last year," LG Electronics India vice-president (marketing) L.K. Gupta said.

Commenting on the situation, Bajaj Electricals CMD Shekhar Bajaj said the company saw a growth of about 14 per cent in 2011-12 as against a usual 25-30 per cent jump that it has been witnessing for the last 9-10 years. "This fiscal, the business is expected to be better and we are hopeful of over 20 per cent growth." —PTI