

Industry Insight

INDIAN CONSUMER DURABLERS

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Cygnus

Business Consulting & Research

Knowledge Partner For Profitable Growth

4th & 5th Floors, Astral Heights, Road No. 1, Banjara Hills, Hyderabad-500034, India

Tel: +91-40-23430303-05, Fax: +91-40-23430201, E-mail: info@cygnusindia.com

Website: www.cygnusindia.com

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SYNOPSIS

According to Cygnus estimate, the total consumer durables market accounted for INR270 billion (considering all segments and sub-segments as discussed in the report) in 2006-07. This report covers consumer electronics like televisions, DVD players and consumer appliances like washing machines, refrigerators, microwave ovens, and air conditioners. Refrigerator segment is moving with average growth rate of 7-8%; however frost free segment registered higher growth than direct cool. Consumer durables market is estimated to witness growth of about 15% in value terms in 2007-08 accounting for INR310.5 billion. Most of the growth is expected from the demand for colour TVs and air conditioners. Demand for consumer durables is on a rise with rising income levels, double-income families, changing lifestyles, availability of credit (interest free finance), increasing consumer awareness, rural market consumption for color TVs and DVD players, emerging retail market and introduction of private labels and introduction of new models in both consumer electronics and white goods with attractive features at competitive prices stimulating the customers' choice in segments of wide varieties (both up market and low end segments). Multinational companies particularly LG and Samsung have churned out significant market share due to their superior product offerings at best prices. However, couple of Indian companies is also trying hard to be in the competition and earn a respectable share in the consumer durables market.

The report will be useful for industry analysts, financial institutions, foreign consumer durable companies interested in entering consumer durables manufacturing in India, retailers and components suppliers for consumer durables.

The report (of total 73 pages) is having total 10 chapters, 19 figures and 6 tables

CONTENTS

SYNOPSIS	5
EXECUTIVE SUMMARY	6
HIGHLIGHTS	8
1. OVERVIEW.....	10
1.1 Introduction	10
1.2 Consumer Durables – Market Overview	11
1.2.1 Refrigerators	12
1.3.2 Washing machines	13
1.2.3 Room air conditioner	14
1.2.4 Colour television.....	15
1.2.5 Microwave ovens.....	15
1.2.6 DVD players.....	17
1.3 Market Share and Major Players	17
1.4 Market size and Growth Trend	19
1.5 Major Foreign Players and Strategies	20
1.5.1 Samsung India Electronics Ltd (SIEL)	20
1.5.2 LG Electronics India (LGEI).....	23
1.5.3 Whirlpool of India Limited (WIL)	25
1.5.4 Electrolux India.....	27
1.5.5 Sony India Private Limited	29
2. GROWTH DRIVERS	31
2.1 Growth in per capita income and disposable income of households	31
2.2 Growth in the entertainment sector helping better advertisement reach for products to customers	32
2.3 Sales driven by sponsored sports events.....	33
2.4 Emerging growth in demand in small towns and rural markets.....	33
2.5 Consumer durables retailing	34

3. ISSUES AND CHALLENGES	35
3.1 Increasing bargaining power of buyers lead to price war	35
3.2 Better production management is increasingly becoming a critical issue.....	36
3.3 Increasing cost of raw materials against price competition.....	36
3.4 Private Labels - bringing new challenges for pricing and marketing.....	36
4. CRITICAL SUCCESS FACTORS	39
4.1 Product positioning and branding	39
4.2 Wide product range to address various segmental needs	39
4.3 Presence in rural markets	40
4.4 Competitive strategy	40
5. MAJOR PLAYERS	42
5.1 Videocon Industries Limited.....	42
5.2 Whirlpool India	45
5.3 Mirc.....	49
5.4 Panasonic	52
5.5 Voltas	55
5.6 BPL Limited	58
6. REGULATIONS	61
6.1 Customs Duty.....	61
6.2 Excise Duties	62
6.2.1 Government plans to slash custom tariffs in step with Asian rates	62
6.2.2 Semiconductor Policy notified by government.....	63
6.3 Montreal Protocol.....	63
7. MERGERS AND ACQUISITIONS	65
7.1 Introduction	65
7.1.1 Maharaja buys Kelvinator's Gems brand.....	65
8. OUTLOOK	67
ANNEXURE I: BIBLIOGRAPHY & ABBREVIATIONS	70

LIST OF FIGURES

- Figure 2.1: Ad volumes in consumer durables on T.V in the year 2006
- Figure 5.1: Videocon Shareholding pattern
- Figure 5.2: Operational Performance of Videocon
- Figure 5.3: Financial Performance of Videocon
- Figure 5.4: Whirlpool Shareholding pattern
- Figure 5.5: Operational Performance of Whirlpool
- Figure 5.6: Financial Performance of Whirlpool
- Figure 5.7: Mirc Shareholding pattern
- Figure 5.8: Operational Performance of Mirc
- Figure 5.9: Financial Performance of Mirc
- Figure 5.10: Panasonic Shareholding pattern
- Figure 5.11: Operational Performance of Panasonic
- Figure 5.12: Financial Performance of Panasonic
- Figure 5.13: Voltas Shareholding pattern
- Figure 5.14: Operational Performance of Voltas
- Figure 5.15: Financial Performance of Voltas
- Figure 5.16: BPL Shareholding pattern
- Figure 5.17: Operational Performance of BPL
- Figure 5.18: Financial Performance of BPL

LIST OF TABLES

- Table 1.1: Production: consumer electronics and appliances
- Table 1.2: Market share and Major players
- Table 2.1 Growth drivers of consumer durables industry
- Table 6.1 Tariffs for consumer durables
- Table 6.3 Ozone depleting substances used in India
- Table 7.1 Mergers and acquisitions – 2006