



On consumer schemes offered by the company

The festive season for Truvison begins from *Ganesh Chaturthi* and till *Diwali*, where the excitement is at peak for the CE Industry. Not only are consumers looking for the best deals but this is when consumers want to replace the old and bring in new. Right from online deals, shopping fests, and offline promotions the market is full of *Diwali* excitement. This *Diwali* what we have focused upon this season is that when consumers buy products they focus upon price and overlook the post purchase servicing costs and energy. We have also focused upon our promotional campaign *000 OFFER* under which we have gone beyond the traditional schemes and have brought consumers products on 0 percent EMI. We are offering a true 0 percent finance scheme on selected products to encourage consumers to upgrade to latest products and enhance their lifestyle. This campaign was undertaken not just during festive period but all year long. We have brought a strong disruption in the market with the quality – price equation. We do not compromise on both fronts and give the users the best of what they need. The consumer dilemma of *quality ya price* – we at Truvison truly believe both!

On impact of promotional schemes

This year the trend has been to engage with the consumers, rather than brands merely pushing their sales. The attempt is to create emotional connect among the audience. The promotional schemes have created a strong *Diwali* effect that has helped us create a strong buzz in the market offline and online. As compared to the last year we saw a 15 percent hike in sales. Though the industry has been through a dark patch in the last Q2, the festive season has helped the CE industry to revive and build a stronger traction.

On advertising strategy during the festive season

To tap consumers' biggest purchases, we too have our big

Truvison has always been an offline brand as against the competition, which has worked upon the online route. We are a channel-friendly brand and believe in growing with the channel partners. We consider our channel partners as an important path of our growth, as they contribute to the brand image. This *Diwali* too, we have strategized the schemes and promotional activities making it win-win situation for both the parties. With these schemes, we also help the channel partners in promoting them, offering the best value added services.

budget spends on marketing to attract customers. The ad strategy this festive season was pure digital along with outdoor activities. Among the digital route, our main aim was to project the sales offer in the best way and to establish consumer connect for a service of an offline brand in the online space. We started off with connecting the brand's communication talk points to consumer passion points. We identified that consumers across market segments are driven by instant gratification. These campaigns aimed to create a powerful word of mouth and delightful experience stories to attract the targeted audience. We focused on making our communication our strength leading to organic trends and organic impressions.

On plans to introduce new models

Just before the onset of festive season, we launched our fresh line up of smart TVs in bigger screen size. Though we are still a very new entrant to India, we are currently witnessing surge in the demand from all over the country, especially among the TVs, matching the expectation and demand of the loyal consumer base. We have recently launched a 32-inch TV which has all the features of a +50-inch TV. It has proved to be one of Truvison's path breaking products. We also are working aggressively on the audio portfolio with the launch of *TV 5075BT* speakers and are planning to put focus on our AC portfolio.

Truvison TVs have witnessed a great demand and have emerged to be one of the promising brands in a very short time of entering the Indian market. We are excited about the encouraging response the brand is receiving from India, ever since its launch. It has been our continuous endeavor to live up to the promise of innovative technology at an affordable price. ●

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