

**Salora Introduces New Range of high performance Multimedia Speaker System
~ Launches the SHA-3211UF and SHA-3511UF**

New Delhi, June 4, 2013: Salora International Ltd. today introduce its new range of multimedia speaker systems- the **SHA-3211UF** featuring a 2.1 Channel Active Speaker System and **SHA-3511UF** featuring a 5.1 Channel Active Speaker System, each with USB player . With the new range, Salora has focused on clean, contemporary design and superior Audio performance to appeal to today's discerning users, primarily youth.

Both the models pack in excellent features like USB player, SD Card Reader, Digital FM and digital display, remote control, Bass & Treble control, direct access to MP 3 File and wooden satellite speakers. While the SHA-3211UF packs in a woofer power of 20W, the SHA-3511UF has a whopping 60W with channel control and aux function, enhancing sound quality and customer experience.

The speakers come with a LCD display sporting an elegant and clean look, blending seamlessly with the environment and decor of any place. With its cabinet dimensions, light weight, high performance acoustics, AMP and easy installation process, the speakers are well suited for a range of applications, from gaming to music and movies.

“Salora has always believed in bringing top notch products to its customers. The new range of speakers is consistent with our corporate philosophy. The sleek look and contemporary design coupled with unmatched sound quality and features, these multimedia speaker systems are sure to enrich the audio experience of the customers across the board”, said, Mr. Gopal Jiwarajka, CMD, Salora International Ltd.

While the **SHA-3211UF** retails at Rs. 2495 (MOP– 2295) the **SHA-3511UF** retails at Rs. 4495 (MOP– 4090)

About Salora International Ltd.

Salora International Limited (SIL) is a leading player in the Indian consumer electronics industry and caters to both the B2B and retail space. With a track record of over 36 years in manufacturing and distribution, SIL became a public listed company in 1993. SIL is a listed entity on both the Bombay Stock Exchange and National Stock Exchange. Headquartered in New Delhi, SIL has a pan-India presence through 26 branch offices and 170 after-sales service centers named as ‘SILCARE’ in 127 cities, to meet the customers’ expectations in telecom and consumer electronics.

For more information, please visit www.salora.com

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