

SALORA Launches Fully Loaded Full HD '50" Smart LED TV'

True cinema like experience of big screen with Full High Definition display resolution now available to customers at very competitive prices

Salora International Ltd., a trusted Consumer Electronics brand for four decades has revolutionized the market by launching large screen, fully loaded, 50" Smart LED TV at an unbelievably affordable price of sub Rs. 65,000.00 (sub Rs. Sixty- Five Thousand).

Commenting on the launch, Mr. Gopal Jiwarajka, Managing Director and Chairman of Salora said "We are very sure there are many satisfied Salora customers who will be nostalgic and would like to experience these marvelous products. We are very excited to bring these products to market to let consumers really experience the advancement of high definition broadcasting."

The launch of this new 'fully loaded, 50" full HD Smart LED TV', Salora has added another milestone to its Technology Leadership and is sure to catapult Salora into a new dimension of interactive consumer entertainment.

Salora has come up with a game changer product which is best in its class, design, superior performance, sound & picture clarity and various other innovative features. The design incorporates the latest styling with very slim bezel and minimal thickness. The product is also backed by Salora's own service network "SILCARE".

This is also in sync with the ongoing tradition & philosophy of the company to come out with the ***"most innovative and technology driven products at an affordable price point."***

The fully loaded, Salora 50" full HD Smart LED TV is priced at Rs. 64990.00 (Rs Sixty Four Thousand Nine Hundred and Ninety only) and is available all across India through different sales networks.

Salora Smart LED TV

Key Features

- 127cm (50") Screen size at Rs. sub 65K
- 1920X 1080p Full HD
- Android 4.0
- Wi-Fi, LAN
- AV Stereo System with 8W+8W speakers
- 2 HDMI Port, PC Input
- USB (2.0) with MPEG, AVI, JPEG, MP3 & MOV support
- Multimedia Wireless Share
- Power Consumption is \leq 1W at standby mode
- Eco-Friendly
- Narrow Bazel
- Swivel Square glass base non- support

Key Features: Representing Salora's graceful presence in the consumer electronic industry, the product is designed with an elegant swivel square glass base, 1920 X 1080 resolution, Razor Sharp image Clarity, LAN & Wi-Fi enabled, various Android applications, High resolution large screen, AV Stereo System with 8W+8W speakers, 2 HDMI Port, PC Input, and Multimedia Wireless share.

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 50+ after-sales service centers named as 'SILCARE', also provides doorstep service to meet the customers' expectations in consumer electronics.

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