



Salora Introduces its Flagship Range of LED TV Series with Stunning Features and Stylish Design at an Unbeatable Price

~The All New Salora "LED VISION" Series aims to facilitate seamless progression from CRT/LCD TV to Large Screen LED TV ~

New Delhi, 18 June, 2013: Salora, a well known brand in TV for decades and one of the pioneers in TV industry, today launched its *flagship LED Vision TV series- the SLV 3321 and SLV 3391*. The powerful LED range with a string of spectacular features and an elegant design appeal unfolds a spectacular viewing experience that enhances the entire entertainment quotient. The all new Salora LED TV series represents the company's efforts to continue its tradition of introducing advance products with pioneering technology for the Indian consumer at an unbeatable price.

A major step forward in the fastest growing LED segment; the introduction of 32" (inch) SLV 3321 HD LED and 39" (inch) SLV 3391 HD Ready LED will pave way for smoother transition of CRT TV and LCD to LED. Backed by advanced LED technology, high performance features stylish design and a bigger size, Salora SLV 3321 and SLV 3391 is perfect introduction to LED TVs for quality conscious customer seeking an enriching viewing experience at an affordable price. These products have been developed using Salora's rich experience and technical expertise in the TV industry.

Representing the power of Salora's 36 years of graceful presence in the industry as an OEM & a Marketer of consumer electronic products, the two models mark a power packed and an advanced performance enclosed in a stylish profile complete with a slim bezel and classy stands. The circuitry is designed around the latest state of the art technology which can produce real world images, colors and sound. With a resolution of 1366 X 178 and 1920 X 1080 respectively, the impressive image quality lets customers experience life like pictures with brighter, more natural colors, crisper images and smoother action. These stylish models also come with full multimedia USB supporting. Simple connectivity to other devices allows users to seamlessly view movies, pictures and listen to multi format music, through audio jack/ headphone/USB/HDMI/PC ports etc.

Speaking on the occasion, Mr. Gopal Jiwrajka, Managing Director Salora International said, "Salora has always taken pride in introducing products that seamlessly merge superior quality with an affordable price. Our new series of LED TV is geared towards the discerning Indian consumer in India, who wants the experience and style quotient of a LED TV but at an affordable price. We have received an overwhelming response to our product range so far, and this new series is based on our extensive product R&D and years of consumer insights. The LED series is our attempt to introduce products that are innovative, functional, and durable which is backed by cutting edge technology producing superb picture and sound quality, resulting in a truly engaging and exhilarating viewing experience. We are planning further to introduce some more advanced versions at the competitive prices in the coming months".



Backed by 10WX2 sound output and powerful speakers both SLV 3321 and SLV 3391 reproduce a varied range of sound from rich bass to full audio spectrum, adding superior clarity and an extra punch to the audio experience. The heightened sense of depth in the audio makes movie watching and music a thrilling experience. In addition to this, the all new Salora LED series is an eco-friendly product and saves power through its Optimal Power Control feature.

The power packed HD LED comes with feature like Picture Engine, Dynamic Contrast ratio, weak signal enhancement, picture noise reduction and 3 D comb Filter for an amazing high definition entertainment experience. The LED TV series also has advance feature such as 1080i interface, a high end graphical user interface, Auto channel search and volume leveler. The TV comes with standard input and output component like CVBS input, Y,Pb,Pr audio input, AVout, earphone output, PC-VGA input, PC Audio input/HDMI input, RF In (Terrestrial/Cable Input), USB/Scart input etc.

The Salora 32'' (inch) SLV 3321 and 39'' (inch) SLV 3391 are priced at Rs. 21999/- and Rs.31999/- respectively and is available all across India through different sales networks including Online.

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 door-step service to meet the customers' expectations in consumer electronics.

For more information, please visit www.salora.com