



Press Release

For immediate publication

LIVE

THE NEXT DISRUPTION IN THE TV MARKET

National, 12th October: The top end of the TV market is in for a shake-up with the launch of LIVE LED TVs. Available in 32" and 24" sizes, the TVs come with a price tag that even online players will find difficult to match. LIVE TVs are packed with best-in-class features like high-speed USB, HDMI, AV Mode, 720p and are HD Ready. Their slim and stylish design combined with superior picture quality are proof of the cutting edge technology that is the engine that drives their performance. The surprise is not just the performance and features but it is the price they come at. The 32" model is priced at Rs. 9990 and the 24" at Rs. 7990. Though these are introductory prices, according to Chetan D'Souza, Vice President – Marketing, they are committed to the 'Luxury for Value' strategy for the long term.

LIVE LED TV – Features Snapshot:

Display technology	HD Ready
Connectivity	HDMI and USB Compatible
Resolution	720p
Screen Sizes	24" and 32" Slim LED
Warranty	1 year

“When it comes to buying a TV, today the consumer is faced with two choices; pay more or get less. LIVE TV will challenge this situation,” says Chetan. “We are democratising luxury in the TV market,” Chetan explains further, “This has happened in other segments like automobile and mobile phones.”



The L!VE TV range comes with a one-year warranty and full after-sales service support. According to a L!VE TV re-seller, “The promoters of L!VE have been in the high-end audio space for over 15 years. They understand the luxury space and the importance of after-sales service... for re-sellers and customers that is a big reassurance.”

When almost all the action is concentrated in the smart phone segment, it is a good sign that someone is giving due attention to what is still an important part of the consumer’s options for accessing entertainment.

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