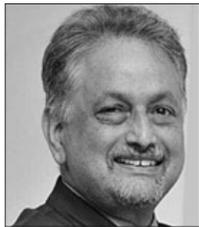




Carlos Ghosn
CEO
Nissan

Datsun brand of cars are likely to be priced below \$4,000 in India. The brand will target

the motorcycle or a used car customers who want to buy a new car. It's not going to be a global brand with global products



John Chacko
Chief Representative
Volkswagen Group India

We are currently working on the feasibility to launch the UP! in the Indian

market... I would like to take a decision by the end of this year. We will modify the existing UP! to meet the Indian consumers' expectations



Shinzo Nakanishi
Managing Director
Maruti Suzuki India

After the Budget spared diesel tax, we really need to take a quick decision on how

to increase the production of diesel cars. At the moment we are constrained by limited supply of the engines



Ralf Speth
Chief Executive Officer
JLR

Demand for Jaguar and Land Rover vehicles continues to increase significantly

in China and we believe that JLR and Chery can jointly realise the potential of these iconic brands

Epson expects projector business to grow 50%

S SHYAMALA
Chennai

EPSON, the global leader in projectors, expects the business to grow by at least 50 per cent over the next three to four years in India. Continuous price reduction and increasing demand in digital teaching tools in the education segment would be contributing to the growth, senior company official said.

Samba Moorthy, senior GM of Epson India, said: "Projector prices have been sliding downwards over the last few years. One unit would have cost about Rs 5 lakh five years ago. Now you can buy at least five units for the price."

Moreover, a projector with interactive features and a whiteboard cost about Rs 80,000 each over a couple of years ago. Now the whole set up is available at half the cost and devices have become sophisticated enough to the extent that images/videos can be projected to any surfaces including walls.

"The education segment has been steering growth of the business with contribution of about 37 per cent of the total industry revenue. Though the home segment contributes only 2 per cent at present, it has potential to gain momentum in the coming years," he said.

The total projector market in India was about 2.1-lakh units in 2011. It has been growing at a compounded annual rate of about 22 per cent. The business saw its best growth during 2009-10, when the education segment opened up to projectors. Epson expects to grow at over 50 per cent year-on-year because the industry has tapped only about 20 per cent of the education market so far, Moorthy said.

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Coca-Cola enters Reliance Mart to push Minute Maid

Hypermarket to offer 1 litre pack at ₹30 instead ₹50

MEGHNA MAITI
Mumbai

COCA COLA has tied up with Reliance Retail's hyper marts business to push sales of its flagship juice "Minute Maid" pulpy orange in an attempt to make inroads in the highly competitive fruit juice and associated drinks category in India where its archrival Pepsi's Tropicana is way ahead in market share.

Reliance Mart, the hypermarket format of the Mukesh Ambani controlled retailer is offering a 1 litre plastic bottle pack of "Minute Maid" pulpy orange at Rs 30 instead of the maximum retail price (MRP) of Rs 50. Moreover the retailer is also offering holders of its lakhs of loyalty card members a limited period offer to earn double reward points on purchase of the promotional pack. "We are always exploring ways, with our partners, to promote our products. As a part of our strategy to offer choice to the consumer, we are partnering with Reliance to drive trials for the Minute Maid brand of products," said spokesperson at Coca Cola India in an email response.

Coca Cola rules the Indian market for aerated



REACHING OUT: The retailer is also offering holders of its lakhs of loyalty card members a limited period offer to earn double reward points on purchase of the promotional pack

drinks but trails Pepsi in the good for you beverages category in the country. The company further said that modern trade is a significant route to get its products in the shopping-basket of its target customers. "In the average Indian household a beverage home consumption pack should be a large-multi-serve pack and hence the one litre family pack is being driven in the modern trade channel," the company said in its email

response.

The company said that they undertake different promotions with customers in various operating cycles. "There is no definite time frame for the exercise as we await feedback from the consumers," added Coca Cola spokesperson. The fruit juice and fruit based drinks category is largely driven by organised retailers and tends to be an item where brands partner retailers to offer discounts.

Indeed there is almost always some pack of some brand that is being discounted in modern trade outlets in an attempt to attract customers.

An email sent to corporate communication department of Reliance Retail on March 19 seeking comments on the Minute Maid tie-up did not elicit any response till the time of going to press.

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Fendi Casa, Ipe Cavalli set up shops in India

JEMIMA RAMAN
New Delhi

FENDI CASA and Ipe Cavalli, the top two Italian luxury furniture brands, are officially open for business in India. Terra Sans Home Culture, the exclusive distributor of these two brands in India, unveiled the spring summer collections on Wednesday.

According to Leopold Cavalli, CEO of IPE group, Indian luxury market is at an exciting juncture. "From what I see, people are very

trend conscious and want the latest fashionable thing." Although, he says, it is quite possible to tweak colours and textures to suit Indian sensibilities, the style will not be compromised. "Every brand should have its own language and our style speaks a universal language. So we will stick to it."

Both Fendi Casa and Ipe Cavalli have pitched white as the champion when it comes to interiors, with brighter shades such as lobster red, purple and emerald green thrown into accentuate the whiteness of

the white. As for styles, if Fendi keeps it simple and stately, Cavalli's goes for fluid lines.

Nitin Kohli, one of the directors of Terra Sans, promises that showroom will source the latest pieces from both the brands, and will follow the seasonal trends diligently. For instance, apart from Cavalli's Stream-lined collection, key pieces from Visionnaire collection – a fairly new concept of Ipe Cavalli that pays tribute to the rococo opulence but with a twist – are also available in India.

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LG health guard advantage refrigerators

Driven by the underlined principle of introducing products customised to the Indian needs, LG's new range of refrigerators is targeted at a market that's deeply health conscious. The

unique Air Purification system Health Guard uses four special filters, one each for dust, fungi spore, bacteria and odour to circulate clean and healthy air inside the refrigerator.

Up to ₹1,86,500

Zync launches Android 4.0 tablet

Zync has launched India's first tablet running on Google Android 4.0 Ice Cream Sandwich, the Zync Z-990. It is the cheapest Android Ice Cream Sandwich tablet in the country and comes in an ultra-portable design.



₹8,990

Office Furniture from Cherry Hill Interiors

Cherry Hill Interiors has launched their Office Furniture, model KRUIZE Chair designed by Boss of UK. It is made of 4 Star Polished Aluminium Pedestal base, Black American Walnut or Oak Showwood Outershell, Upholstered Innershell in Fabric/Leather. It weighs around 16 kg and its dimension is L 610 MM X W 610 MM X H 850 MM. It is available in India through Cherry Hill Interiors



Price on request

Samsung introduces refrigerator range

Samsung Electronics has announced the launch of its new 2012 frost free range with the innovative Digital Inverter Compressor, that keeps food fresh for longer as well as operates on less energy.

Samsung's Digital Inverter Compressor has been included in select Samsung frost free refrigerators and comes with a 10-year warranty, a world's first for refrigerators.

Send information to mybrands@mydigitalfc.com

Century Ply plans to open ₹400 cr plant in Andhra

RITWIK MUKHERJEE
Kolkata

THE Rs 1600-crore Century Plyboards, one of the market leaders in the Rs 18,000 crore plywood industry in India, will now put up a medium density fibre board (MDF) manufacturing unit at Nellore in Andhra Pradesh with a total capital outlay of Rs 400 crore.

The company has already acquired the required land and is in the process of finalising plant and machinery contracts. "We hope to finalise everything by June and then it should take another 18-20 months to commission the plant. The fully automated unit will have a capacity of 600 metre per day of MDF board," Sanjay Agarwal, managing director, Century Plyboards, told *Financial Chronicle*.

Once commercially

Drawing board

■ Firm has acquired the required land and is in the process of finalising contracts

■ The fully automated unit will have a capacity of 600 metre per day of MDF board

■ The company is however not moving away from its traditional core area-plywood

commissioned the MDF boards will be marketed under Century MDF brand name.

The company has also drawn up plans to get into the fast growing branded furniture business with a separate sub-brand under the umbrella brand of 'Century'. "Initially we will be importing them from countries like China, Malaysia, Thailand. But

once we learn the business, we would like to have our own manufacturing facility in this country. We will also have our own retail outlets – to start with, in Bangalore and Kolkata," he said.

While focusing on MDF board and furniture business, the company is not moving away from its traditional core area-plywood. "We are in fact, expanding our plyboard capacity from the present level of 3 million sqm per month to 4 million sqm per month by the end of the 2012 calendar. We are also coming up with a new facility at Kandla. Total investment in plyboard business will be in the tune of Rs 50 crore," said Agarwal. The retail presence will also be raised from 4000 outlets to 7000 outlets in next one year, he said.

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WHATSINIT 4me

REFRESHINGLY new

■ FOR ALL those who thought Starbucks was all about coffee, think again. This Monday, Starbucks opened the first store in its new Evolution Fresh juice bar chain. However, all may not be so fruity and merry as some analysts say the Evolution Fresh shops could have lower margins than Starbucks' coffee shops. The juice bar business, in general, is supposed to be fragmented and intensely competitive. With Starbucks yet to detail how many juice bars it plans to open, the popularity of its first shop, located in an up scale shopping area in Bellevue, Washington, an affluent city just east of Seattle, will be closely watched. Wittily named mixologists at the new shop dispense a variety of juices – including apple, coconut water, carrot and beet – from taps to create "hand crafted" concoctions with names like "sweet burn" and "field of greens". The juice bar also sells bottled Evolution Fresh fruit and vegetable juices, smoothies and food, such as oatmeal, wraps, salads and soups. The menu includes vegan-friendly and vegetarian options and so-called super foods like kale and quinoa are well represented. With all these exciting options, here's wishing Starbucks coffee good luck in their venture!

Aazar Anis

NEW venture

■ STARBUCKS opened the first store in its new Evolution Fresh juice bar chain on Monday, its biggest move outside coffee aimed at boosting the company's position in the \$50 billion health food sector. The Indian food industry is projected to grow by \$100 billion to \$300 billion by 2015. The food industry in India widely comprises of food production and food processing industry. With the rapidly growing population and increase in health awareness among Indians increasing day-by-day, the market is quite lucrative for healthy food and beverages sector. Organic farming in India is likely to be worth Rs 10,000 crore by 2015 from the current levels of about Rs 2,500 crore, apex industry body ASSOCHAM said. Indian organic food market is growing at a steady rate of 40 per cent annually more so because of a growing population with high disposable income and rising health consciousness.

Subhankar Paul

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