



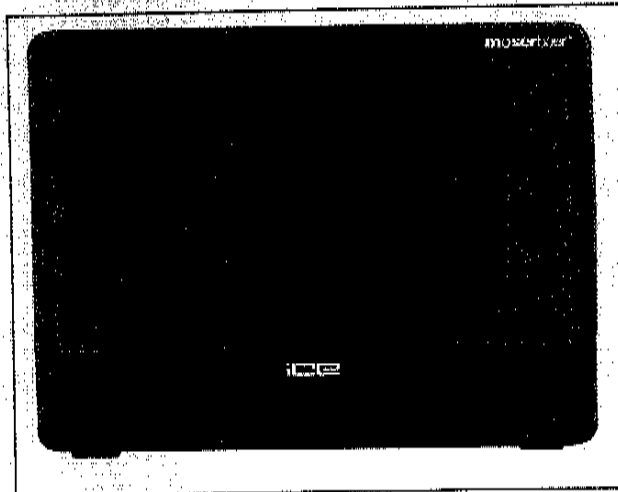
For Immediate Release

Moser Baer unveils its Diwali offering – ‘ICE’ a new age LCD TV

This category redefining product will enable the company to emerge as a significant player in the Indian LCD TV category

- *‘ICE’ is available in 3 variants of 20”, 22” & 24”*
- *Lightest TV in the LCD TV category with a full face glass*
- *Overwhelming initial response to this new age stylish LCD TV*
- *Records highest volume of sale during its launch phase in its category*

New Delhi, November 1, 2010: Moser Baer India (MBI), world's leading tech-manufacturing company has launched a new range of LCD TV that is *designed and assembled* at the Moser Baer plant in India. The advanced technology along with its aesthetical design has proved to



be a major draw for the consumers who want to take home this LCD TV as the **ultimate home entertainment experience**. The “ICE” LCD TV’s sleek design along with its special support stand provides a distinct appeal and enables easy portability. It weighs between 4.5 kg – 5.9 kg and is available in three sizes of 20” and 22” in HD Ready formats and the 24” in Full HD format.

Commenting on the launch of the product, Mr. **Bhaskar Sharma, CEO, CE & IT** said, “Our recent survey showed us that more than 60% of potential consumers preferred products that are both technologically and aesthetically

evolved. Through 'ICE' we have tried to fulfill this aspiration of the consumers. 'ICE' is about **style statement** that is in tune with the current lifestyle of today's consumers.

ICE range is priced between Rs. 14,900/- and Rs. 18,900/ and is available across Moser Baer's wide distribution network.

About Moser Baer: Storage Media and IT & CE business

Moser Baer India is one of the world's largest manufacturers of optical storage media. With a strong R&D focus, the Group has been able to lead the technology curve globally. Besides many laudable achievements, it is one of the first to market the technologically superior Blu-Ray discs and products in High Definition formats. It is already well established in IT&CE (IT Peripherals & Consumer Electronics) segment in India with an impressive range of products like USB drives, memory cards, DVD writers, PC peripherals, TFT monitors, external hard drives and ultra advanced LCD TVs, DVD players, portable DVD players, digital photo frames, media players and multimedia speakers, to name a few. All of its uniquely designed and manufactured IT&CE products are available on its recently launched e-commerce website (<http://shop.moserbaer.in>). Moser Baer India is widely considered to be the preferred OEM for all top manufacturers in the world in optical storage media space. One out of every 5 discs in the world comes out of the Moser Baer factory. In the process, it is among the very few Indian companies to have contributed to the establishment of new global technology standards. With the company's recent entry into the arena of Solid State devices, it has become the first company in India and among a select few worldwide to offer a comprehensive portfolio of storage solutions.

Established in 1983, Moser Baer India is a globally, diversified technology group. With its manufacturing expertise and extensive R&D base, the Group has successfully diversified in areas like Blank Optical Media, Solar Photovoltaic, Home Entertainment and IT Peripherals & Consumer Electronics. While its products go to over 90 countries, the company is headquartered in New Delhi. For more details please visit: www.moserbaer.in

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