Samsung Puts Fresh Thrust On Sri Lanka Business



Digital technology leader, Samsung Electronics is putting a fresh thrust on its

business in Sri Lanka by going in for aggressive product launches across its three business verticals-Consumer Electronics, IT and Telecom; strengthening its distribution and enhancing its brand visibility across the island nation. Samsung which has a significant presence in the colour television business in the country, is beefing up its presence by launching LED TVs and 3D LED TVs in the country.

Samsung Electronics is a global leader in flat panel televisions like LCD TVs, LED TVs and plasma televisions. It has maintained its position as the leader in the global flat panel TV market for the third year running, a testimonial to the Company's superior technological performance and the strong value proposition it provides to consumers.

Samsung has not only established its global leadership in the LCD TV Market, it is also the first Company to launch LED TVs in 2009 and 3D TVs in the year 2010.

Samsung's new LED HDTVs offer not only a lifelike viewing experience but break free from the conventional limits of integrating a television into a room's décor. By using Edge LED technology, the sets remain trim without cutting back on connectivity options and include a built-in tuner. Samsung's LED HDTVs can connect to a variety of other devices and content with ease. The USB 2.0 movie feature makes viewing videos and photos from a camcorder, playing music from a media player or accessing multimedia files from a portable drive simple. Energy consumption in the Samsung LED TVs is reduced by 40%+ versus traditional LCD HDTVs of similar size.

Samsung has recently announced the launch of its Full HD 3D lineup of televisions across the LED and LCD television ranges. "We are seeking to provide consumers with a completely new 3D home entertainment experience – an immersive and comfortable 3D picture quality that has never been experienced by consumers anywhere. As a global market leader in colour televisions, we remain committed to being the first in deploying new categories of entertainment like full HD 3D TVs for consumers in Sri Lanka as in other parts of the world," states JungSoo Shin, President & CEO, Samsung South West Asia HQ.

From the award-winning 3D LED TVs to LCD TVs, in screen sizes ranging from 40″, 46″ and 55″, consumers have unlimited choice of television models to fit their individual entertainment preferences and lifestyle. For those who want to add the third dimension to their regular TV viewing, Samsung included in its 3D processor an auto-conversion technology that renders 2D content into 3D in real time – an industry first.

Samsung is also strengthening its distribution network in the country by appointing Soft Logic as its new distributor for Consumer Electronics products. Samsung Consumer Electronics products will now be distributed by Soft Logic, Singhagiri and Singer Sri Lanka across 300 dealer counters all over the country.

“Apart from our just launched LCD/LED and 3D TVs , we are looking at our considerably strengthened mobile portfolio and notebook/netbook PC business to drive our growth in Sri Lanka this year,” states JungSoo Shin. In a bid to strengthen its mobile distribution in the country , Samsung has appointed John Keells Office Automation (JKOA), as its National Distributor for Sri Lanka. Samsung Mobiles will now be available at 500 dealer points across all the nine provinces of the Island, even as the Company will continue to expand product availability across the country.

Samsung IT products like LCD monitors and laptops will be distributed by e-Sys while the distribution for the Company’s printer business will be managed by John Keells Office Automation.

“Sri Lanka is a strategic market for Samsung South West Asia and we believe that we can significantly grow our business in this country in this year. We are looking at making a strong beginning for our mobile business this year and looking at establishing our market leadership in the flat panel TV business by the end of the year,”, states JungSoo Shin.