

Consumer Electronics

Aggressive media and promotional campaigns during the cricket World Cup have yielded gains for consumer electronics companies. According to the Consumer Electronics & Television Manufacturers' Association, colour television sales during January–March 2003 were in excess of two million sets. Although data for March is not yet available, CETMA's estimate is based on the trend during January and February. During these two months, CTV sales shot up by 57 per cent to 13.78 lakh units.

Mirc Electronics is planning new initiatives to boost sales of flat TVs in 2003–04. The company is expanding its range of flat TVs and offering them at various price points. Samtel, the leading manufacturer of picture tubes in the country is optimistic about demand over the next few years. The company has tied up with Videocon, Onida, BPL and a few Korean companies for the supply of super flat picture tubes. The company plans to launch colour display tubes in the second half of 2003–04. Satish Kaura, chairman of Samtel, expects total domestic capacity of 11.2 million tubes to be utilised completely in the next two years. During 2002–03, demand was 8.3 million units. The company is therefore planning to raise capacity.

Philips India once again posted an encouraging financial performance during the quarter ended March 2003. The company posted healthy PAT growth of 25.4 per cent. Sales rose marginally, to Rs.363.2 crore. PAT margin improved to 6.4 per cent from 5.3 per cent, a year ago.

Consumer Electronics: Quarterly Financials

	(Per cent)					
	Sep 2001	Dec 2001	Mar 2002	Jun 2002	Sep 2002	Dec 2002
Sales Growth	-6.65	-0.72	-3.41	1.79	7.74	-4.61
Expenses Growth	-7.88	-1.89	-5.79	0.12	6.76	-4.23
PBDIT Growth	4.71	10.30	20.51	16.43	15.72	-7.81
PAT Growth	0.79	-29.54	22.70	61.64	21.13	-32.18
Expenses/Sales	89.29	89.35	88.71	88.33	88.19	89.71
Other Income/Total Income	0.16	0.16	0.23	0.17	0.22	0.16
Extra Ord. Income /Total Income	0.04	0.65	0.26	0.00	0.02	0.91
Extra Ord. Exps/Total Income	0.00	2.21	0.25	0.21	0.00	0.05
PBDIT Margin	10.71	10.65	11.29	11.67	11.81	10.29
PAT Margin	3.21	2.02	3.12	2.82	4.04	1.39

PBDIT is net of non-recurring transactions & other income

Growth is not calculated when figures are negative