

## Samtel banks on demand for cathode-ray TVs

Conventional TV sets clocked 16.5 million in sales in 2008

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THE high price slabs for LCD (liquid crystal display) and plasma television is driving the growth of cathode-ray tube (CRT) colour televisions in India. CRT colour televisions continues to dominate the Indian television market with 16.5 million units sold in 2008.

The LCD and plasma television sales clocked 0.75 million units in 2008.

Puneet Kaura, director, Samtel Group, told *Financial Chronicle* that despite the hype over flat-panel televisions, colour television is witnessing robust growth. "Affordability and value-price equation from the buyer's perspective are major factors in determining buying behaviour of the consumer. From a global market perspective, sale of CRT colour televisions are declining in the West, but we have a different picture here in India. CRT TVs will continue to grow in India," Kaura said.

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- Flat-panel displays costs three to four times more than CRT televisions, which has indirectly increased the sale of CRT TVs
- Samtel says the colour TV market in India is booming and there is massive potential for colour televisions
- Samtel, an integrated manufacturer of a wide range of display components for television, has a 70 per cent market share in the display picture tube segment

Kaura said flat-panel displays costs three to four times more than the CRT televisions, which has indirectly increased the sale of CRT televisions. "We see that 21 and 29-inch televi-

sions are driving the market for CRT TVs. However, the 14-inch CRT TVs are not witnessing much growth. Penetration of colour televisions is still under 40 per cent of households. Nearly

95 per cent of CRT TVs are in sizes 21 inches or under," he said.

For the next five to seven years, CRT televisions are expected to clock growth in the Indian market.

Samtel believes that the colour television market in India is booming and there is massive potential for colour televisions. Kaura said that picture tube manufacturers are seeing huge order bookings.

Samtel Group is an integrated manufacturer of a wide range of display components for television, avionics and professional applications. Samtel has a 70 per cent market share in the display picture tube segment. JCT Electronics is another player in this segment. Samtel provides display picture tubes to major television companies including Samsung and LG.

The company has four production facilities in Ghaziabad and one in Kota, in Rajasthan.