

BSH Home Appliances Pvt Ltd in Consumer Appliances (India)

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Date: April 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B62296DBC98EN

Abstracts

In India, BSH Home Appliances Pvt Ltd intends to focus on the premium end of the market, pricing its products significantly above the other players to draw in middle class and aspirational consumers. Thanks to rising consumer disposable incomes, this strategy is expected to serve the company well in the long term.

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