

# LG Electronics India Pvt Ltd in Consumer Appliances (India)

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Date: April 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: LE5FB30FBE0EN

## Abstracts

LG Electronics clearly intends to position itself as the most preferred vendor in fulfilling consumers' aspirations in the country. The strategy involves product range, ease of product availability, cutting edge experience and the social status that buying its products confers on the purchaser. The company's marketing strategy has been to drive sales linked to every aspect: Occasion, technology and health, coupled with fun.

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