

# Sony India Pvt Ltd in Toys and Games (India)

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Date: November 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S6FB744B7E7EN

## Abstracts

Sony India Pvt Ltd is the category leader in video games hardware in India, where it is present with its flagship products PlayStation 2 and PlayStation 3. The company also launched its PS4 in January 2014 in India. The company is enhancing its distribution in hypermarkets, electronics and appliance specialist retailers and media products stores.

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