

Sony looking to boost sales of LCD televisions in India

The Associated Press

TOKYO, Jan. 17 (Kyodo) — Sony Corp.'s president said Thursday that the company is aiming to boost sales of liquid crystal display televisions in emerging markets such as India and Brazil, as strong replacement demand is expected in the countries.

"I think we can do better especially in India and further increase our market shares in Brazil" and other BRICs countries including Russia and China, Kazuo Hirai said in an interview.

He said Sony is looking to make its flagging TV business profitable next fiscal year by "introducing products with new technology and taking an aggressive strategy."

The electronics maker's TV business is expected to remain in the red in the current business year through March for the ninth straight year. In the previous fiscal year, Sony posted a group net loss for a fourth year in a row.

Hirai added that the company will continue to streamline its businesses and will "review all businesses except our core operations," suggesting it may sell its battery business.

He also acknowledged earlier reports that Sony plans to sell its office building in New York to improve its financial standing.

Source URL (retrieved on 01/27/2015 - 6:06am):

http://www.ecnmag.com/news/2013/01/sony-looking-boost-sales-lcd-televisions-india?qt-most_popular=0