

# Information about videocon co.

[Sociology](#), [Communication](#)



The Videocon group has an annual turnover of 4 billion USD, making it the largest consumer electronic and home appliance companies in India. Since 1998, it has expanded its operations globally, especially in the Middle East.

[1] Today the group operates through six key sectors: The Brand Trust Report, 2011 has ranked Videcon as the 42nd most trusted brand in India among the top 300 brands. [edit]Consumer electronics

In India the group sells consumer products like Colour Televisions, Washing Machines, Air Conditioners, Refrigerators, Microwave ovens and many other home appliances, selling them through a Multi-Brand strategy with the largest sales and service network in India. [3] In India after LG entering into market Videocon was not able to stand in market with such a tough Competitor and it has seen a down fall in profits and faced a huge loss.

[edit]Mobile Phones In November 2009 Videocon launched its new line of Mobile Phones[4]. Videocon has ever since launched a no. f Innovative handsets ranging from Basic Colour FM phones to High End Android Devices. And in February 2011, Videocon Mobile Phones launched the revolutionary concept of ZERO paise per second with pre-bundled simcards of Videocon mobile services along with 7 of its Handset Models. [edit]Colour picture tube glass Videocon is one of the largest CPT Glass manufacturers in the world, operating in Mexico, Italy, Poland and China.. [edit]Oil and Gas An important asset for the group is its Ravva oil field with one of the lowest operating costs in the world producing 50, 000 barrels of oil per day. 5] [edit]DTH Main article: Videocon d2h In 2009, Videocon launched its DTH product, called 'd2h'. As a pioneering offer in the Indian DTH market, Videocon offered LCD & TVs with built-in DTH satellite receiver with sizes 19" to 42". This concept

in the DTH service is relatively new in the presence of other players like ZEE tv's Dishtv, Tata Sky, Air tel Digital Tv and Reliance's BIG TV providing only the set top box. [edit]Telecommunication Videocon Telecommunications Limited has license for mobile service operations across India. It launched its services on 7 April 2010 in Mumbai.