

Household Appliances

Summary

The household appliances industry in India (comprising colour televisions, refrigerators, washing machines and room air conditioners) is expected to grow by 11-12 per cent to reach Rs 397 billion by 2013-14. Increase in total households, increase in household income levels and lower prices of household appliances in real terms are expected to make them affordable to a larger number of households. While favourable raw material prices are expected to give a small respite to players in 2009-10, rebound in the prices of key input costs is expected to exert pressure on margins in 2010-11.

Annual Review ————— January 2010



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