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Press Releases

Lloyd Bets Big on World Cup

PR Newswire

NEW DELHI, March 16, 2015 /PRNewswire/ --

Offers 'Four Years Complete Warranty' from World Cup to World Cup on its Products

Riding high on the quality of its products and the tremendous response it has been receiving from consumers, the consumer durable major, Lloyd, has flagged off the season with the outrageously long warranty of four years on its range of air conditioners and LED televisions that is sure to create ripples amid competition, and set a new benchmark for ensuring consumers' delight. Lloyd is the only consumer durable company to offer 'four years complete warranty' across products, which they are naming it as - World Cup to World Cup offer.

(Photo: <http://photos.prnewswire.com/prnh/20150316/10118362>)

"The 'World Cup to World Cup' offer is a very conscious decision borne out of the confidence in the quality of our products and fabulous response we have been receiving from our customers," says Mr Nipun Singhal, Director, Lloyd Electric and Engineering Company Ltd, a company which for the last 60 years has been making air conditioning products for as varied as applications as tanks to mobile radar systems, railways to multiplexes.

Mr Singhal points out that his confidence for this offer stems from the legacy of engineering excellence for nearly six decades now.

"We have the legacy of engineering excellence for nearly 60 years now and have the experience in meeting some of the most demanding applications such as military tanks and multiplexes. So, we know what we make. We have complete faith in our products and this reflects in our latest offer. This is not a marketing gimmick but a statement of confidence in our products," says Mr Singhal.

The offer is supplemented by strengthened after-sales service network. Lloyd already has the most prompt and strongest after sales service network among consumer durable players.

About Lloyd Electric and Engineering Ltd

Founded in 1956, Lloyd has a true-blue lineage of nearly 60 years in high-end air conditioning and electrical applications for sectors like railways, defense, mobile radar systems, malls, offices and multiplexes. Today, Lloyd Electric and Engineering Limited is the leading and largest producer of Coils/Heat Exchangers (Fin and Tube type) in India, serving the entire spectrum of HVAC & R industry in the country as well as OEM's in North America, Europe, Middle East and Australia. Lloyd acquired Luvata Czech, SRO facility in Czech Republic in May, 2008 to strengthen its European presence. Lloyd forayed into consumer durables a decade back and today, it offers a wide range of world-class products including air conditioners, LED television, refrigerators, deep freezers, washing machines, water dispensers and small home appliances. Lloyd consumer durables come packed with best-in-class technologies and the assurance of legacy of trust of nearly 60 years.

For more information, visit: www.mylloyd.com

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