

## Lloyd to target HD television viewers

Our Bureau

Mumbai, March 22:

Households with high definition digital television broadcasting systems have crossed 20 million in India. Identified as the creme de la creme of the 140 million satellite television households in India, consumer durable major Lloyd has decided to target only this upper crust with its advertisements.

Unveiling what is being termed a new chapter in exclusivity, the firm that retails washing machines, refrigerator and ACs, among other durables, decided to run its commercials only on Star Sports HD for the entire duration of the ongoing ICC World Cup.

Nipun Singhal, Director and Head of Lloyd Engineering and Electricals Ltd's consumer arm, said the name of the game for the company was "quality eyeballs, not numbers". The cricketing event has already crossed 500 million viewers till the beginning of the quarter finals, according to data released by rating agency TAM.

In a statement, Singhal noted that Lloyd as a brand and its products are not regular consumer durable products, and since they are niche, the exclusivity has to reflect in the company's promotional strategy and platforms. The aim was to stand out in the crowd.

Lloyd recently signed a 5-year term with the golf event BT Pro-Am of Champions, as its principal sponsor.

(This article was published on March 22, 2015)

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