

Videocon plans Rs 50-cr brand push in south, east

■ **CHENNAI:** Consumer electronics and home appliance major Videocon has a budgeted brand spend of Rs 50 crore to push its brand visibility in south and east. From a divisions-based company, the India operations have been segregated into two, with Bangalore serving as the headquarters for south and east, Videocon sales and marketing vice-president Shekhar Jyoti told **ET** here on Tuesday. Claiming to be growing at 70%, the company has set a target of selling five lakh tele-vision sets this year. The company has grown by 42% over the previous year in the April to September period, he said.