

Videocon makes hay off DMK poll promise

Corporate Bureau

Chennai, July 28

The Videocon group has bagged a contract for supplying 22,500 of the 30,000 colour television sets that the ruling DMK had promised to give the poor in Tamil Nadu free of cost. This was one of the most attractive promises DMK made before the last Assembly elections.

Videocon Industries will supply 15,000 sets, while group company Kitchen Appliances (which assembles the Sansui brand), and Dixon Technologies, will supply 7,500 each.

The TV sets would be priced at Rs 2,965 a piece, local administration minister MK Stalin told the Assembly on Friday.

A committee of legislators, headed by chief minister M Karunanidhi, constituted to decide on the global and national tenders for buying the TV sets, had met on Thursday evening and selected the three firms, which bid the lowest, he said.

The tender was floated by Electronics Corporation of Tamil Nadu. Ten firms had submitted bids on July 24. Of these, Videocon bid the lowest, offering a colour TV for Rs 3,088.55, Stalin said.

On further negotiations, these three firms agreed to cut the price to Rs 2,965 without compromising on quality.

The other two bidders informed in writing that they could not offer TVs at such a low rate. The committee unanimously approved the bids, Stalin said. ♦