

Black money may affect white goods sales, warns BSH

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Bengaluru: The war on **black money** may well pull the plug on sales of white goods in India for at least six months, warns Europe's top **home appliance** maker BSH Household Appliances.

Sales will be affected as cash is the preferred mode for purchasing such appliances, said top executives of BSH, which sells appliances under the Bosch and Siemens brands.

Industry experts have earlier said the sales of large appliance have slumped 40-50% in the past two weeks, compared with the year-ago period. The BSH brass confirmed that sales are down, but did not quote any numbers.

However, this bump will not alter BSH's India plans, Global CEO **Karsten Ottenberg** said.

"We have to cope with the programme that is currently running. But does that influence our willingness to invest in India? No," said Ottenberg.

Having set up a manufacturing unit in Chennai, BSH now plans to open branded stores.

"We have explored this with **DIPP** (Department of Industrial Policy and Promotion) and there is a possibility that we can directly retail since we now have a factory in India. For products that we import, we are still seeking clarification," said Gunjan Srivastava, the India CEO of BSH.

The company, which competes with LG, **Samsung**, Whirlpool and Videocon in the Rs 55,000-crore Indian white goods market, has a market share of about 2%. It is looking to broaden its product portfolio beyond refrigerators, washing machines and dishwashers.