

# NEXT Introduces Electronics at Minimum Installments in India

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NEXT, a leader and innovator in the electronic retail space announces '**Electronics At Minimum Installments**', an opportunity to upgrade the lifestyle with ease through an easy EMI scheme. With the latest offer, consumers now have the opportunity of choosing their favorite gadgets at the lowest possible EMI rates. In addition to the ease of making the payment, the company has also taken a step towards revolutionizing the electronics market by offering an extended warranty on the purchase. The company has also tied up with all major credit card brands and consumer finance companies like **Bajaj Finance and Capital First Ltd.** for added benefits.

The store has an array of options to choose from and has been the one stop destination for buyers when it comes to home electronics. It is well equipped to suit the taste and preference of consumers, and hence, one can be sure to find the ideal appliance. In addition to this, '**Electronics At Minimum Installments**' scheme offers **32 inch LEDs and 32 inch LED + DTH** combos starting from as low as 11,990 and 14690 respectively, making the purchase a real deal.

Commenting on the initiative, **Mr. Sanjay Karwa, CEO, Technokart India Ltd** said, "*NEXT spells transformation in complete sense and our idea is strive hard to add value in the lives of our consumers. Under our new and unique initiative, we bring a truly irresistible offer for the discerning consumers in India. With our laser focused approach of delivering products, services, in-store experience and discounts, we believe that the latest offer will delight and further cement our bond with our consumers.*"

Conveniently located in the heart of the city, the NEXT store is an absolute delight and comes with a strong sales team, good customer service, easy finance options, extended warranty options, exciting deals and a great shopping experience. It offers a remarkable range of consumer durables right from Flat Panel Displays, Refrigerators, Washing Machines, Air conditioners to other small home appliances.

*So what are you waiting for, rush to your nearest NEXT store!*

### **About Techno Kart India Ltd.**

Videocon Group promoted company Techno Kart India Ltd. is a joint retail entity and holds the key functions of all the three retail brands. Techno Kart India operates across its three formats - **DIGIWorld, Next and Planet M.** By merging the operations to form a common platform with the aim of bringing scale, improving profitability and encourage healthy competition. Techno Kart India Ltd. is expected to have more than 1500 Cr revenue generated from the three brands, and this makes TKIL as the third largest consumer electronics, cell phones and entertainment retail chain of the country.

Incorporated in 2003, NEXT specializes in organized retailing of consumer electronics, small home appliances. NEXT is a multi-brand retail chain which retails world's most popular brands such as Videocon, Samsung, Electrolux, Kelvinator, Whirlpool, Godrej, Philips, Kenstar and Sansui. NEXT has successfully changed the way an Indian consumer shops for electronics and plans to build a chain across the country.