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## LG, Samsung, Godrej plan product portfolio energy-efficient

15 Jul 2010, 0412 hrs IST, Writankar Mukherjee, ET Bureau

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KOLKATA: At a time when Green has become the buzzword, the country's leading consumer electronics brands such as LG, Samsung, Godrej and Haier are planning to take it to the next level. These companies are working on a strategy to make their entire product portfolio energy-efficient, roll out a product-recycling initiative and reduce use of hazardous materials and components in their manufacturing process.

"The global consumer consciousness towards

environment-friendly products is now transpiring in India, especially in the urban markets," says Ravinder Zutshi, deputy MD, Samsung India Electronics. "We plan to make such a strategy a part of our entire eco-system in India."

Consumer electronics companies believe increasing green footprint will help improve their brand equity at a time when concerns about e-waste are becoming a major issue in India, and help expand in a market where consumers are increasingly becoming eco and energy-conscious.

Samsung has asked all its Indian vendors to be RoHS-compliant or restrict the use of hazardous substances. It has made it a policy not to use lead and mercury in any of the products manufactured in India. Samsung India is also putting together a product-recycling initiative for consumers, which will be launched this quarter.

Ace competitor LG Electronics, on the other hand, is about to roll out its product-recycling initiative in India. The company plans to set up product-recycling points across the country where consumers can take their old products and get a discount voucher, which will be according to the product's present valuation and can be redeemed in the next purchase.

Says LG Electronics India head (sales) Amitabh Tiwari: "We plan to appoint an agency that will recycle the old product that we get as part of the recycling programme. As the country's largest consumer electronics firm, we believe that we need to play a proactive role in reducing e-waste."

Mr Tiwari adds the Indian subsidiary is investing a lot to become a completely green company over the next two years. "We plan to make all our products energy-efficient. After TV, AC and refrigerator, next in line is washing machine," he said.

Green strategy is also expected to provide some respite to the consumer electronics brands at a time when e-waste in countries such as India and China is becoming a raging global issue. According to a latest study by the United Nations Environment Programme, e-waste from computers in India will increase by 500% by 2020, 18 times from mobile phones, two times from TV and 2-3 times from discarded refrigerators.

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