

**SAMSUNG**

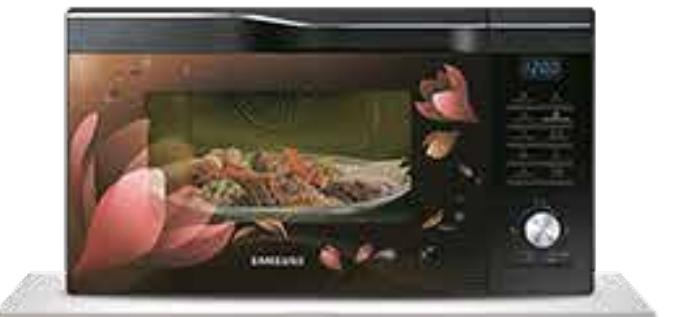
# Home Festive Home

— 5<sup>th</sup> October to 20<sup>th</sup> November, 2020 —

Fabulous offers  
for the festive season.

Appliances

SmartPlaza





## A few words from our leaders



Dear SmartPlaza Partner,

They say, 'when the going gets tough, the tough get going'. Your combined hard work and commitment to the customer has not only helped us consolidate our leadership, but also made Samsung one of the most desired brands across categories.

We will continue to work hard and win more consumer hearts along the way.

My deepest regards to you for coming together as a team and making Samsung march ahead despite all challenges. I also thank your families who have stood by team Samsung as the strongest pillar of support.

I wish you and your families a prosperous, safe and healthy 'Home Festive Home'.

Dear SmartPlaza Partner,

Consumer behavior has changed radically in the last few months. You have adapted to this change and we thank you for your contribution.

This festive season, from 5th October to 20th November, our Diwali promotion theme is 'Home Festive Home'.

Samsung's new innovative products, heart touching offers and our new ways of engaging with consumers will lead to much better business this festival season for you.

I am sure together as a team we will create new milestones, and will emerge as true champions this festive season. Wishing you and your family good health.

**Moon Goo Chin**

Corporate Vice President  
Head of CE Business Division



**Raju Pullan**

Senior Vice President  
Sales, SOP & Marketing (CE)





# Sales set to soar with festive spirit

Industry News

## Appliances, consumer electronics industry hopeful of robust sales this festive season

The consumer electronics and appliances sector, which has already started on a positive note with Onam in August, saw sales growth in last couple of months owing to pent-up demand, but there is another element playing a role of a key driver, i.e. consumers are looking for a substitute for domestic help amid health safety concerns due to COVID-19.

PTI • September 21, 2020, 08:19 IST



## 65 pc consumers express positive buying sentiment around Diwali'20: TRA Whitepaper

By [Indiaretailng Bureau](#)- August 18, 2020

SHARE



TRA Research, one of India's leading consumer insights, and brand analytics company, released a whitepaper titled 'TRA's Diwali 2020 Buying Propensity Report' gauging the changing buying mindsets and sentiments for the upcoming Diwali in November 2020.





# Global No.1 in Refrigerators

Refrigerator

Demand for large-volume refrigerators increases as people store more food, especially during festive season.



Source: 2019 1Q Market Share, Data extracted from the 4 major market results research covering 78% of the global ref sales (Excl. China).



Basis research results of Independent 3<sup>rd</sup> Party agency.





# It's more than a fridge. It's the SpaceMax Family Hub™

Refrigerator

Overwhelming response to the SpaceMax Family Hub™



#### IoT Enabled

Play music and movies, plan meals, coordinate family schedules and much more.



#### SpaceMax Technology™

Extra spacious interiors that use thinner walls with high efficiency insulation.



#### All-around Cooling

Cools the fridge from corner to corner, ensuring food stays fresh for longer.

**Offer extended**

Get a  
**Galaxy Note10 Lite**  
+  
12.5% cashback\*



# No.1

Market share in SBS<sup>#</sup>

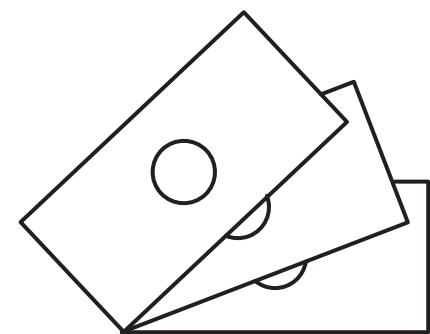




# Curd Maestro™ Now with higher capacity.



- Now available in all Frost Free segments - 244 L to 407 L
- Available in higher capacity with stainless steel curd container
- 17 SKUs available in 10 color patterns



Up to **17.5%**  
additional  
cashback\*



**Curd Maestro™ models now available in all Frost Free Segments**

244 L

407 L





## Hero models – Better value proposition

# DC Revolution



Boost up to 25% of sellout with 'More for you' features.

- Premium mass leadership
- New and stylish designs
- Best in class Net vs. Gross Storage Capacity Ratio
- 21 year reliability certified by VDE
- Up to 15 days of fresh food
- Safe clean back



RR21T2H2YCR



RR21T2H2YCU



RR21T2G2XUT



RR20T182YB8  
RR20T282YB8  
RR20T172YB8  
RR20T272YB8



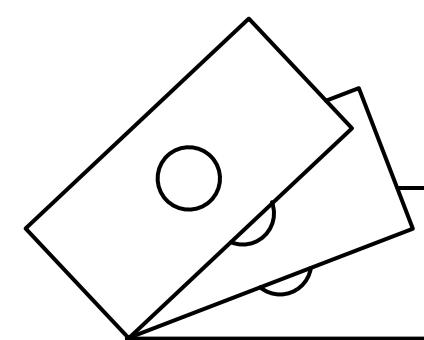
RR20T182YR8  
RR20T282YR8  
RR20T172YR8  
RR20T272YR8



RR20T182YU8  
RR20T282YU8  
RR20T172YU8  
RR20T272YU8



RR22T2Y2YS8  
RR22T3Y2YS8



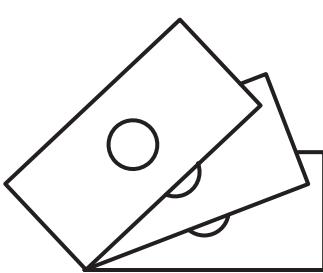
Up to 7.5%  
additional  
cashback\*

Refrigerator





# Unmatched consumer offers on Refrigerators



Up to **22.5%**  
additional cashback\*



Up to  
₹10000 cashback<sup>~</sup> on select models

~Terms and conditions apply.

Product	Cashback Offers	EMI Option	Warranty
Family Hub™ (RF28N9780SG/TL)	Up to 22.5% cashback*	EMI starting at ₹2490^ 1 EMI Off*	10 year on Digital Inverter Compressor only
SBS (Including SpaceMax Family Hub™) and FDR	Up to 12.5% cashback*	EMI starting at ₹1490^ 1 EMI Off*	
RT39 and RT42 Curd Maestro™ Models <sup>#</sup>	Up to 17.5% cashback*	EMI starting at ₹990^ 1 EMI Off*	
CBU (except RT39 and RT42 Curd Maestro™ Models)	Up to 12.5% cashback*	EMI starting at ₹990^ 1 EMI Off*	
RT37 Curd Maestro™ Models <sup>#</sup>	Up to 17.5% cashback*	EMI starting at ₹990^ 1 EMI Off*	
FF Home > 300L (except RT37 Curd Maestro™ Models)	Up to 12.5% cashback*	EMI starting at ₹990^ 1 EMI Off*	
FF Home < 300L	Up to 7.5% cashback*	EMI starting at ₹990^	
DC Inverter Models ₹14000 and above	Up to 7.5% cashback*		

\*Terms and conditions apply. <sup>#</sup>RT37T4632SL/HL, RT37T4632DX/HL, RT39T5C38S9/TL, RT39T5C3EDX/TL, RT42T5C38S9/TL and RT42T5C5EDX/TL.



Credit and Debit Cards



**Bank of Baroda**  
Credit Card



Debit Cards



**HDFC BANK**

Credit and Debit Cards



**ICICI Bank**  
Credit & Debit Cards

Credit and Debit Cards



**SBI Card**

Credit Cards (Non-EMI)



- ^Exclusively available with Bajaj Finserv.
- 0 Down payment scheme available with other financiers except Bajaj Finserv.
- 9/0,12/0 available with HDFC paper finance.
- EMI Scheme at the sole discretion of Financing company, EMI depends on financing amount.



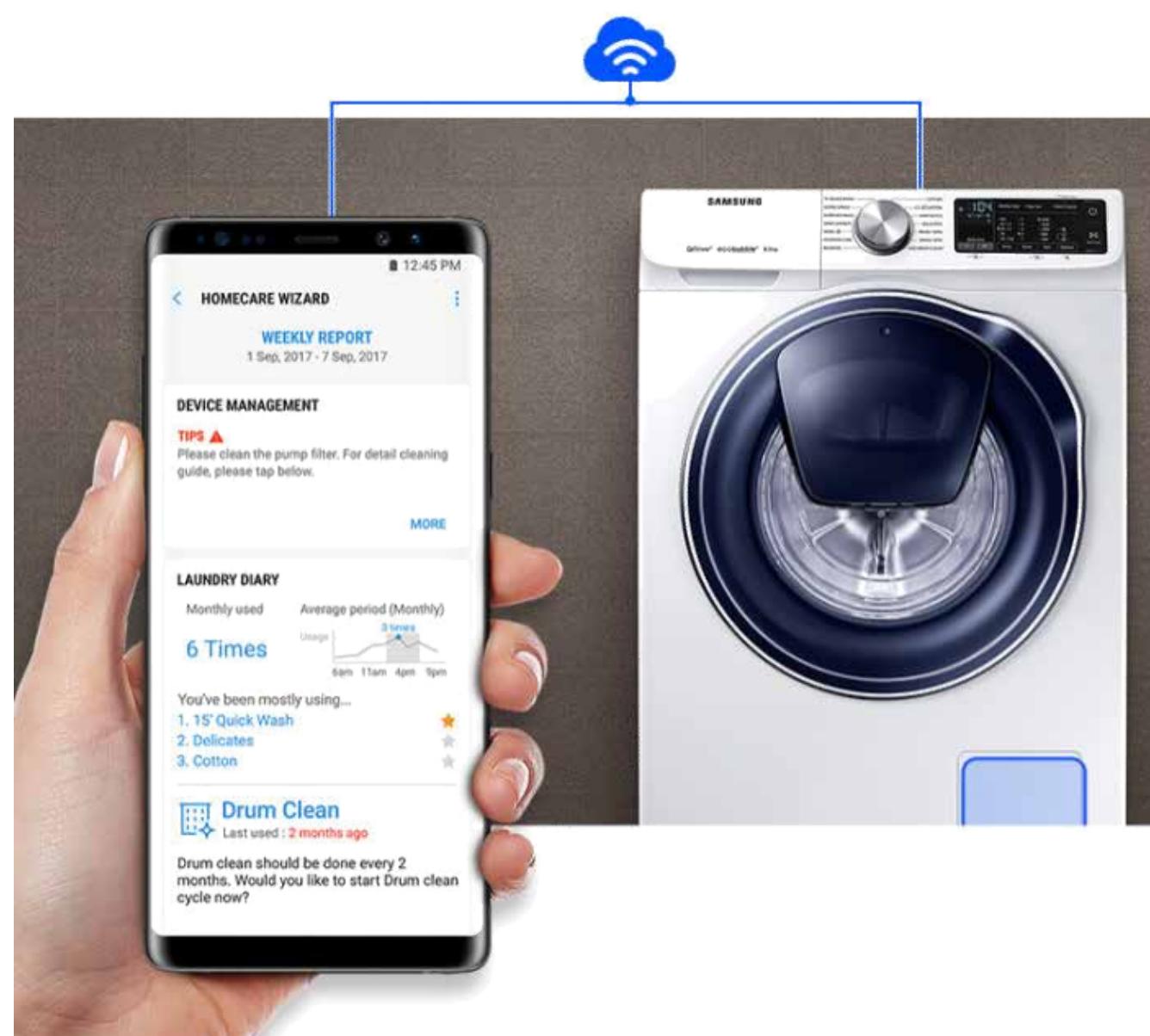


# Introducing Q-Rator: AI-powered laundry assistant.

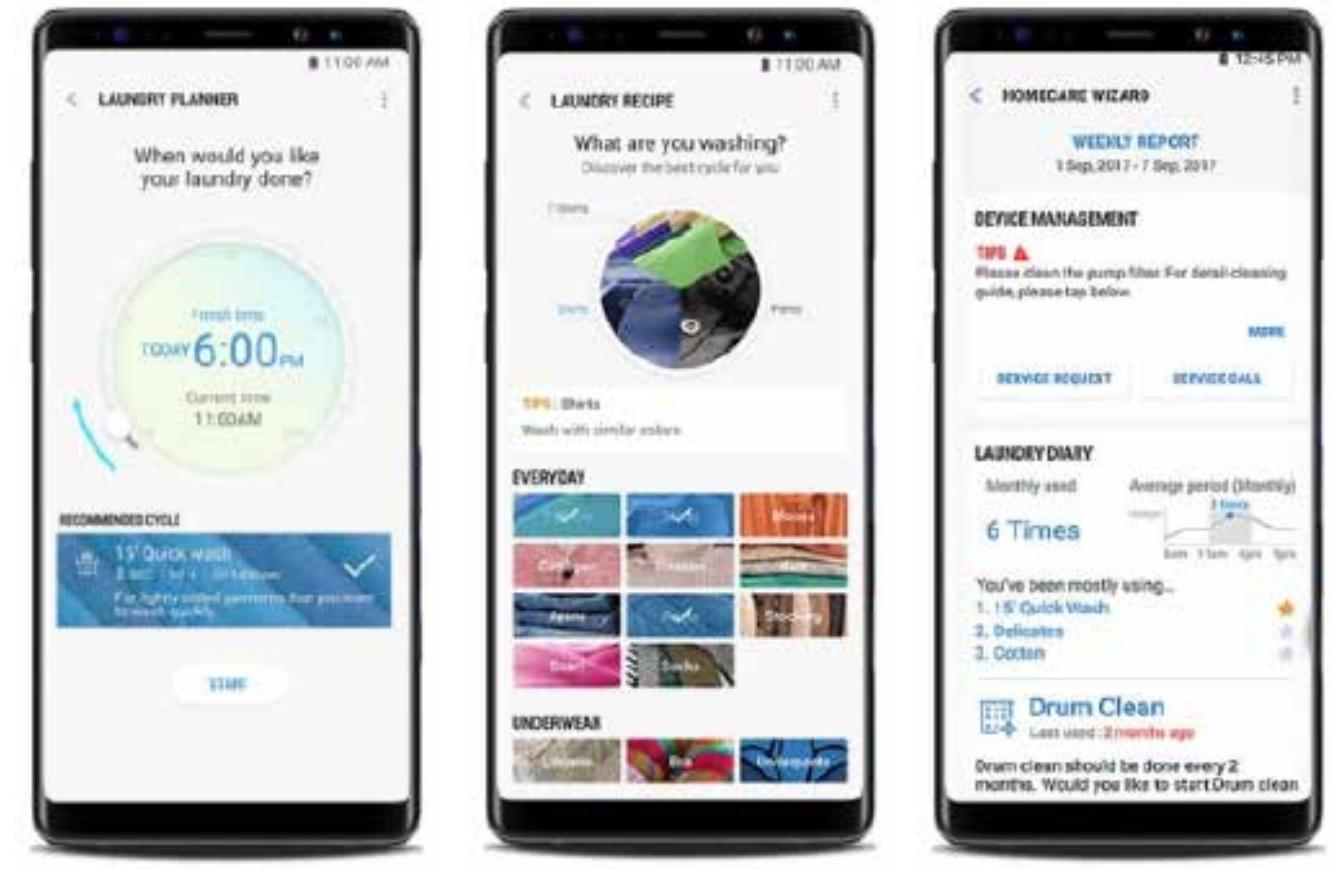
**Laundry Planner** - Make your daily laundry plan.

**Laundry Recipe** - Recommends the best cycle based on garment color, fabric type and soil level.

**Homecare Wizard** - Weekly report on the washing machine's condition, maintenance tips for the machine and quick troubleshooting.



## — Q-Rator Highlights —



1. Laundry Planner

2. Laundry Recipe

3. HomeCare Wizard



Washer-Dryer



Washer



WD10N641R2X

WW10N641RBX

Washing Machine





# Hates germs. Protects clothes.



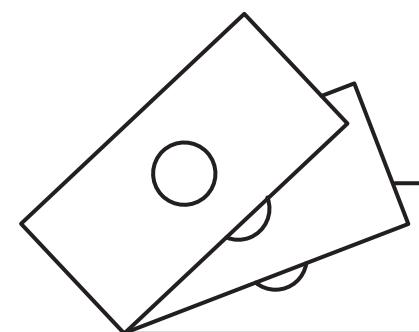
## Ceramic Heater

Quick heating ability / prevents calcium build up



## Diamond Drum

No tangling and wash related damage



**Up to 22.5%  
additional  
cashback\***



**WW66R22EK0S**  
6 kg to 10 kg



**WD70M4443JS**  
7 kg to 10 kg

Dealer Price: ₹48990



**WW80K54E0UX**  
7 kg to 10 kg



**Washing Machine**



**intertek**  
Total Quality Assured.



## EcoBubble

Removes dirt and stubborn stains easily



**AddWash**  
Add missed clothes during the wash cycle





Newly launched Inverter and Wobble series.#



#### Wobble™ Technology

Tangle free clothes



#### Diamond Drum

Reduces wash related damage



#### Magic Filter

Catches lint even at low water level

#### Wobble Series



WA75A4022FS



WA75T4560FM

#### Inverter Series



WA75N4571VV



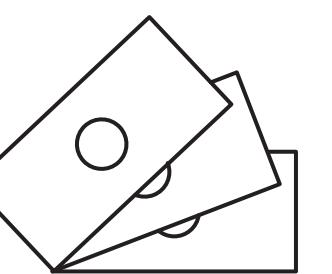
WA90T5260BY

**2** year warranty  
on the complete  
product

**10** year  
warranty on  
the motor

**3** year warranty  
on the complete  
product

**12** year  
warranty on  
the motor



**Up to 12.5%**  
**additional cashback\***

**Washing Machine**



#### Direct Drive Motor

Up to 40%~ energy saving and  
silent operation



#### Built-in Sink

Pre-treat your dirty clothes



#### Stainless Steel Pulsator

Hygenic wash

# Semi-Automatic range

**6.5kg to 7.5kg**



**WT65R2000HL**  
Dealer Price: ₹9400



**WT65R2000HR**  
Dealer Price: ₹9400



**Double Storm Pulsator**



**WT665QPNDRP**  
Dealer Price: ₹11800



**WT75M3200HL**  
Dealer Price: ₹11750



**EZ Wash Tray**

**8kg and above**



**WT80R4000RG**  
Dealer Price: ₹13300



**WT80R4200LG**  
Dealer Price: ₹13700



**Hexa Storm Pulsator**



**Magic Mixer**



**WT85R4200LL**  
Dealer Price: ₹14400

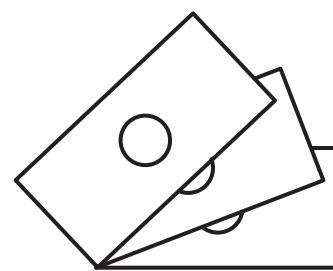


**WT85R4200RR**  
Dealer Price: ₹14700

**Washing Machine**



# Attractive offers on Washing Machines



**Up to 22.5%  
additional cashback\***



**Up to  
₹5000 cashback~** on select models

~Terms and conditions apply.

**Washing Machine**



## Cashback Offers

Up to 22.5% cashback* (Max cashback ₹13500)	FAFL Washer-Dryer model WD10N641R2X
Up to 17.5% cashback* (Max cashback ₹10500)	FlexWash and AddWash: 8kg and above (select models only)
Up to 12.5% cashback* (Max cashback ₹7500)	FAFL: 6.5kg and 7kg FATL: Inverter series (6.5kg/7kg/7.5kg/9kg/10kg/11kg/16kg) and Non-Inverter: 9kg models
Up to 7.5% cashback* (Max cashback ₹4500)	₹20000 and above (select models only)

## Products

### My Samsung, my EMI offer.

(up to 30 months tenure)

**Front Load**

**₹990**  
(per month)^

**Top Load#**

**Semi Automatic\*\***



Credit and Debit Cards



Credit Cards



Debit Cards



Credit and Debit Cards



Credit Cards (Non-EMI)



- ^Exclusively available with Bajaj Finserv.
- #0 Down payment scheme available with other financiers except Bajaj Finserv.



No.1 in the market,  
4 years in a row.\*

Why is it the right time for sales and display?

- Ideal for easy festive cooking
- Capitalize on festive demand
- More demand for convection

## Microwave range



**MC35J8085PT**



**MC32K7056CC  
MC32K7056CB**

Dealer Price: ₹29990



**CE117PC-B2**

Dealer Price: ₹17590



**MC32K7056QT  
MC32K7056CK**

Dealer Price: ₹21990 onwards



**MC28M6036CC  
MC28M6036CB**

Dealer Price: ₹18590 onwards



**MC28M6036CK  
MC28M6035CS**

Dealer Price: ₹16300 onwards



**MC28H5145VK**

Dealer Price: ₹16790



**MC28H5025VB**

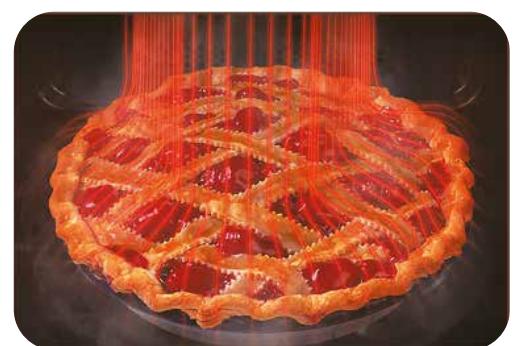
Dealer Price: ₹15990

**No.1**  
Market share



**Masala & Sun Dry™**

Cook masalas, make tadkas and sun dry in your Samsung Smart Oven.



**HotBlast**

The innovative HotBlast technology blows jets of hot air directly on your food, resulting in 50% faster cooking.^



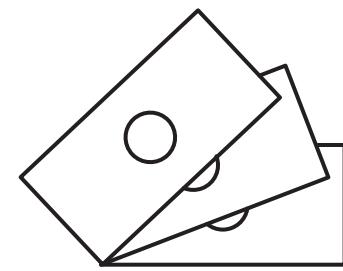
**Slim Fry™**

Enjoy fried food, guilt-free. The Slim Fry™ technology lets you fry food using up to 80% less fat.#

Microwave



## Attractive offers on Microwaves



**Up to 10%  
additional cashback\***



**Free  
2 units  
Borosil Set**



**Up to  
₹750 cashback~** on select models

\*Terms and conditions apply.

Microwave



**5 year warranty  
on Magnetron**

**10 year warranty on  
Ceramic Enamel Cavity**

### Cashback Offers

### On Models

### Warranty

Up to 10% cashback*	HotBlast, Masala & Sun Dry™ MWOs ₹15000 and above	5 years extended warranty on Magnetron and 10 year warranty on Ceramic Enamel Cavity
Up to 5% cashback*	28 L Convection and above MWOs ₹15000 and above	

\*Terms and conditions apply. 0 Down payment scheme available with other financiers except Bajaj Finserv.



Credit and Debit Cards



Credit Cards



Debit Cards



Credit and Debit Cards



Credit and Debit Cards



Credit Cards (Non-EMI)



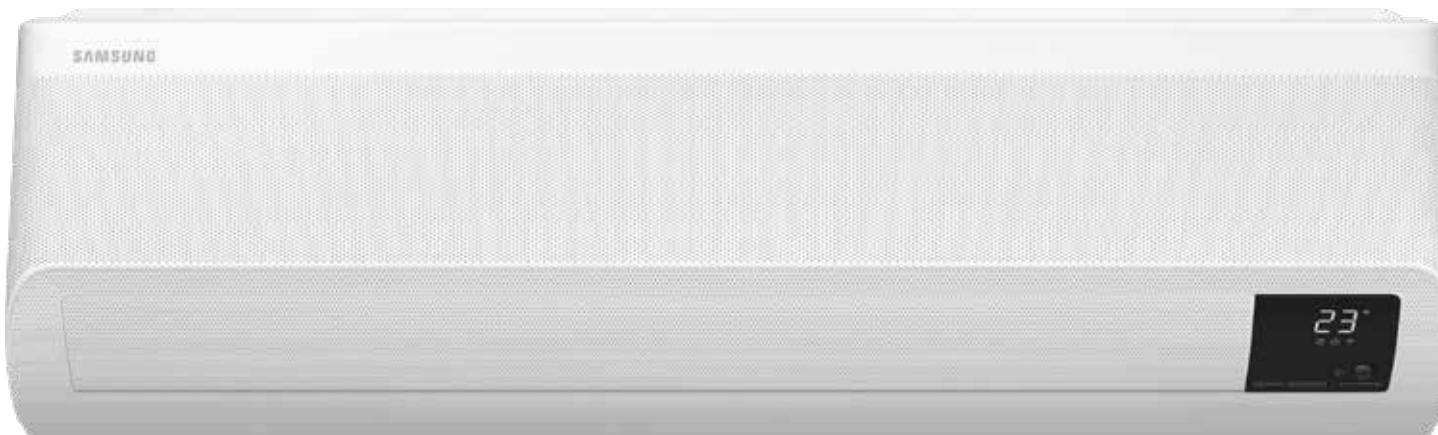


# Add more comfort with WindFree™ and Convertible Cooling.

Air Conditioner

With 100% Copper Condenser.

## WindFree™ ACs



Inverter ACs | 3.20 kW (1 Ton) and 5.00 kW (1.5 Ton)

Dealer Price: ₹45990 onwards

WindFree™ cools gently and quietly as it disperses air through its 23000 micro air holes.

## Convertible/Non-Convertible ACs



Inverter ACs | 3.20 kW (1 Ton), 5.00 kW (1.5 Ton) and 6.00 kW (2 Ton)

Dealer Price: ₹31990 onwards

Convertible mode can help the user define if the AC has to operate at full tonnage or reduced tonnage.

## On-Off ACs



Non-Inverter AC | 3.20 kW (1 Ton), 5.00 kW (1.5 Ton)

Dealer Price: ₹28990 onwards

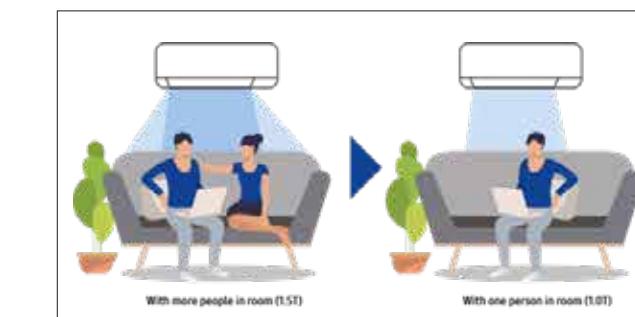
Cool a whole room rapidly and effectively with Turbo Cooling mode.



Wi-fi enabled



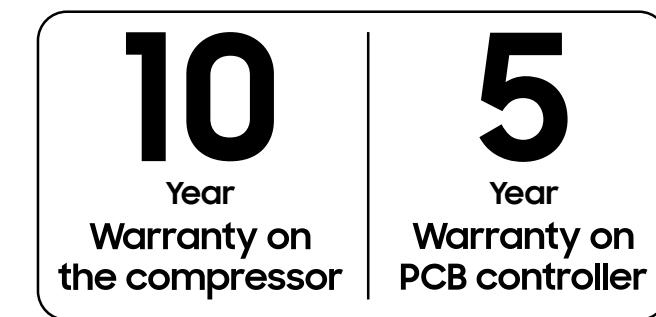
Motion Detect Sensors



Convertible Mode



Triple Protector Plus



**10**  
Year  
Warranty on  
the compressor

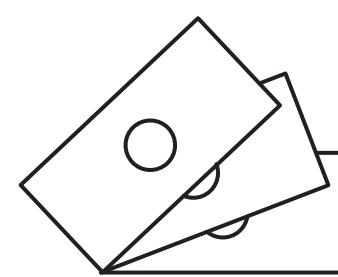
**5**  
Year  
Warranty on  
PCB controller

Warranty





# Attractive offers on Air Conditioners



**Up to 22.5% additional cashback\***



## Cashback Offers

Up to **22.5%** cashback\*  
(Max cashback ₹12000)

## Models

**WindFree™ ACs**  
(5 star models)

Up to **17.5%** cashback\*  
(Max cashback ₹9000)

**WindFree™ ACs**  
(3 star models)

Up to **12.5%** cashback\*  
(Max cashback ₹6000)

Inverter ACs

## Warranty and Gas Recharge

5 year warranty on Condenser and PCB Controller

10 year warranty on Compressor  
Free Installation and Gas Recharge

## My Samsung, my EMI offer.

(up to 36 months tenure)

**WindFree™**

**Convertible**

**Non-convertible**

**₹990**  
(per month)<sup>^</sup>

**amazon pay**

**Up to ₹2500 cashback~**  
on select models

~Terms and conditions apply.



Credit and Debit Cards



Credit Cards



Debit Cards



Credit and Debit Cards



Credit and Debit Cards



Credit Cards (Non-EMI)



- Exclusively available with Bajaj Finserv.
- 0 Down payment scheme available with other financiers except Bajaj Finserv.

## SmartPlaza



**Exclusive offers.  
Only at SmartPlaza.**

Up to **22.5%**  
**additional cashback<sup>+</sup>**  
with select banks

Up to  
**₹10000 cashback<sup>+</sup>**  
on select products  
**amazon pay**

**SMART CLUB**  
Loyalty Programme  
Up to **2% reward points<sup>+</sup>**

**IFFCO-TOKIO**  
GENERAL INSURANCE  
Muskrat Raho  
Free product insurance<sup>+</sup>

**Pay-by-Points**  
Redeem your credit card points NOW<sup>+</sup>  
(Select Banks)

**18 easy EMIs<sup>+</sup>** | **0 down payment**  
On credit cards EMI

**12 easy EMIs<sup>+</sup>** | **0 down payment**  
On consumer durable loans

# SAMSUNG



Principal Sponsor



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