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Samsung Exits CRT Monitor Business

By [Manu Sharma](#)
Bangalore, May 26, 2009 1710 hrs IST



With Indian computer industry witnessing a switch to LCD or TFT (thin-film transistor) terminals from the conventional CRT (cathode ray tube) monitors, Samsung India has phased out CRT monitors from India.

The process began during the fourth quarter the last calendar year, and is now over. Now, the company has

started to roll out new models in the LCD monitor series T Monitor, Lime, and Myst Plus.

Talking to ChannelTimes, Gurpreet Brar, GM-IT Volume Sales, Samsung India, said, "Now, we are not shipping CRT monitors anywhere in India, and are replacing them with LCD monitors."

During early 2008, the sales of CRT monitors were low in the already dying CRT market. "We were loosing money, and had to bare with the high inventory costs," said Brar.

In fact, Samsung had a 34 percent market share in the CRT segment which saw 17-inch monitors contributing two thirds to the overall sales; while 15-inch contributed the rest.

"Now we are totally focused on the LCD segment, and will ensure that the segment grows to 80 percent this year," added Brar.

According to IDC data, the total monitor market in India for FY 08 stands at Rs 4,529 crore of which LCD accounts for 74.2 percent, while the CRT stands at 25.8 percent.

LCD segment in India touched Rs 3,360 crore in FY 08, up from Rs 2,045 crore during the previous fiscal, recording a 68 percent jump. On the other side, CRT segment saw a decline from 1,898 crore in FY 07 to Rs 1,170 crore in FY 08, a drop of 38 percent.

Asked if Samsung has any plans to buy back the CRT monitors, Brar said we have no such offer now.

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Jun 03, 2009 01:22 PM

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its a good move by market leader ,they have given direction to industry as a whole, whats future is all about

- **rohit, balaji lifestyl, jaipur**

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May 29, 2009 04:19 PM

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i would like to buy all sizes of crt tv from samsung if they have in stocks with them. they can contact me for selling of all their crt tv in quantity on cash.

- **sumit, navyaa industri, delhi**

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May 26, 2009 07:58 PM

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T panel monitors are very cheap and worst of all. IF Samsung has to stay ahead in business, it has to bring out IPS panel monitors soon.

- **Anonymous, HYM, Delhi**

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May 26, 2009 07:06 PM

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what about warranty service.....r u replac LCD for CRT.....?

- **ravi, xxx, chennai**

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