

THE HINDU

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Bringing smiles to children's faces

Special Correspondent

CHENNAI: As they danced to some peppy numbers, smiling at each other and at the audience most adorably, there seemed to be an instant feeling of reassurance. Students of various special schools and orphanages put up a passionate performances on the occasion of Toshiba handing over 15 LCD televisions to organisations attached to the Shakti Foundation here on Wednesday. It was a corporate social responsibility (CSR) initiative of Toshiba.

Speaking on the occasion, Pranab Mohanty, business head- consumer products division, Toshiba India, said that he had no words to describe his appreciation for the students' performances. Shinichi Mizuuchi of Toshiba commended the children too. "Last month, when Japan experienced the earthquake, the Indians sent us a lot of food and helped with the rescue operations. I would like to thank the people of India," he said. Vasanth Raghuvir, chairperson of the Shakti Foundation thanked Toshiba for its support. "Many of these children are combating not just disability, but also poverty. By donating the LCDs, Toshiba has brought smiles to their faces," she said.



Pranab Mohanty, business head- consumer products division, Toshiba India, hands over an LCD television to students of a special school, at a function organised by the Shakti Foundation in Chennai on Wednesday. - PHOTO: K. PICHUMANI

TRINITY MIRROR

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Pranab Mohanty, business head- consumer products division, Toshiba India is seen handing over LCD television to students of a special school, at a function organised by the Shakti Foundation in city.

Toshiba donates LCD TVs to spl kids at Shakti Foundation

Chennai, Apr 21:

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"I would like to thank the people of India," he said. Vasanth Raghuvir, chairperson of the Shakti Foundation thanked Toshiba for its support.

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"Last month, when Japan experi-

Smile, the big screen is here

Special children from 15 schools in the city received LCD TVs as part of the Toshiba India Private Limited's CSR initiative

Express News Service

Chennai: Over 1,300 children from 15 special schools across the city will be wearing their smiles extra long, thanks to a CSR drive to donate LCD screens to them for entertainment.

Toshiba India Private Limited donated 15 LCD TVs to the children through the Shakti Foundation. The event took place at the Shakti Foundation premises in Kilpauk, where children from these schools put together dance programmes for the Toshiba officials who came there to give away TV sets to the school representatives. Colourful costumes and moments of smiles, tears and gratitude dominated the event.

Pranab Mohanty, business head from Toshiba, was moved to tears watching the performance of these children who tried to



Children suffering from Cerebral Palsy perform a dance sequence at the function | P JAWAHAR

put their best foot forward to peppy Tamil numbers. J Yuvanshree, studying in Class 4 in Maithri Special School, said that she was going to watch cricket on her new TV set. Her headmistress, C Sasikala, said that there were about 60

students in her school and while other activities were aplenty, the entertainment element on the premises was missing. "Children get excited when they see movie songs and try to emulate them. We had budgeted for a TV and a DVD player but

thankfully, the television sets have been donated. We plan on bringing in a lot of CDs for the children, apart from the other activities that we have for them," she said.

The event took place at the Shakti Foundation premises in Kilpauk, where children put together dance programmes

Vasanth Raghuvir, chairperson of Shakti Foundation, said that this was a medium to provide an audio-visual experience to these kids. "Music and dance is a stimulus and these LCDs will be a great opportunity," she said.

TAMIL SUDAR

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மாற்றுத் திறனாளி பள்ளிகளுக்கு 15 தோஷிபா டிவி நன்கொடை

சென்னை, ஏப். 22-
சென்னையில் உள்ள ஷக்தி
நிறுவனம் உள்பட பல்வேறு
உடல் மற்றும் மன ஊனமுற்
றோர் பள்ளிக்கூடங்களில்
பயன்படுத்த 15 எல்சிடி ரக
டிவிக்களை தோஷிபா இந்தியா
நிறுவனம் நன்கொடையாக
வழங்கியிருக்கிறது.

மும்பையின் பல்வேறு
தன்னார்வத் தொண்டு நிறு
வனங்களுக்கு இத்தகைய
டிவிக்களை வழங்கி முடித்த
தோஷிபா நிறுவன வர்த்தக
மேலாளர் பிரணாப் முகாந்தி
தற்போது சென்னையில்
உள்ள 1300 மாற்றுத் திற
னாளிகளின் 15 பள்ளி
களுக்கு மொத்தமாக 15
எல்சிடி ரக டிவிக்களை வழங்
கியிருக்கிறார்.



இது குறித்து ஷக்தி பாராட்டு தெரிவித்திருக்
திறுவன தலைவி ரகுவீர கிறார்.

தினமணி

Dinamani

JK IMAGE
MANAGEMENT

22/04/11

மாற்றுத்திறனாளிகள் சிறப்பு பள்ளிக்கு 15 எல்.சி.டி. டிவி

சென்னை, ஏப். 21: மாற்றுத் திற
னாளிகளுக்கான சிறப்பு பள்ளி
களுக்கு 15 எல்சிடி. டிவிக்களை
தோஷிபா நிறுவனம் நன்கொ
டையாக வழங்கியிருந்தது.

சென்னையில் உள்ள சக்தி
பவுண்டேஷன், மாற்றுத் திறனா
ளிகளுக்கான சிறப்பு பள்ளிகளை
நடத்திவருகிறது. இக்கூற்றுவனம்
சார்பில் நடத்தப்படும் 15 சிறப்பு
பள்ளிகளில் பல தரப்பாளர் 1300
மாற்றுத் திறனாளிக் குழந்தைகள்
படித்து வருகிறார்கள்.

மும்பையில் மட்டுமே தன்
கொடை வழங்கிவந்த தோஷிபா
நிறுவனம், முதல் முறையாக
சென்னையில் உள்ள மாற்றுத்
திறனாளி குழந்தைகளுக்கு நம்
கொடை வழங்கியிருப்பது குறிப்
பிடத்தக்கது.

Special children get TV sets



A child suffering from cerebral palsy receiving a gift from business-head of Toshiba India Pvt Ltd Pranab Mohanty after a dance performance at a function in Chennai yesterday.

NT Bureau

Chennai, Apr 21:

Abhinaya, a class-two student of Mythri Special School, can watch her favourite cricketer Dhoni playing in IPL in a new LCD TV from this week.

She along with her friends have been waiting for many years to watch their favourite sportsmen, cine stars perform on the small screen.

This has been made possible from yesterday, thanks to Toshiba India Pvt. Ltd which distributed 15 TV sets to special schools, orphanages and homes through Sakthi Foundation as part of its corporate social responsibility.

Around 1,300 differently abled children in various special care schools and homes in the city were made to smile, thanks to the initiative.

Speaking during the function, business-head of consumer products division of Toshiba India Pranab Mohanty said this initiative would give children an opportunity to experience the visual medium and help increase knowledge.

Earlier, the children of each school performed for some cine songs imitating the dance movements and costumes of the original song from the film. Chairperson of Sakthi Foundation Vasanth Raghuvir also spoke.

MALAI SUDAR

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சக்தி ஃபவுண்டேஷன் மற்றும் தொஷிபா நிறுவனம் இணைந்து நடத்திய விழாவில் மாற்றுத்திறனாளி குழந்தைக்கு தொஷிபா வர்த்தக தலைவர் பிரணாப் மொகந்தி பரிசுகளை வழங்கினார்.

DANA MANI

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**மாற்றுத்திறனாளிகள்
சிறப்பு பள்ளிக்கு
15 எல்.சி.டி. டிவி**

சென்னை, ஏப். 21: மாற்றுத் திறனாளிகளுக்கான சிறப்பு பள்ளிகளுக்கு 15 எல்.சி.டி. டிவியை தொஷிபா நிறுவனம் நன்கொடையாக வழங்கியுள்ளது.

சென்னையில் உள்ள சக்தி பவுண்டேஷன், மாற்றுத் திறனாளிகளுக்கான சிறப்பு பள்ளிகளை நடத்தி வருகிறது. இந்த நிறுவனம் சார்பில் நடத்தப்படும் 15 சிறப்பு பள்ளிகளில் பல தரப்பான 1,300 மாற்றுத் திறனாளிக் குழந்தைகள் படித்து வருகின்றனர்.

முப்படையில் மட்டுமே நன்கொடை வழங்கி வந்த தொஷிபா நிறுவனம், முதல் முறையாக சென்னையில் உள்ள மாற்றுத் திறனாளி குழந்தைகளுக்கு நன்கொடை வழங்கியிருப்பது குறிப்பிடத்தக்கது.

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IMAGE
MANAGEMENT

29-04-11

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மாலைச்சுடர்

கர ஆண்டு, சித்திரை 9

22.4.2011

JK IMAGE
MANAGEMENT

22/04/11



சக்தி ஃபவுண்டேஷன் மற்றும் தொஷிபா நிறுவனம் இணைந்து நடத்திய விழாவில் மாற்றுத்திறனாளி குழந்தைக்கு தொஷிபா வர்த்தக தலைவர் பிரணாப் மொகந்தி பரிசுகளை வழங்கினார்.

21/04/11

Toshiba India to pump in \$100m on ad, marketing

S SHYAMALA
Chennai

ELECTRONICS company Toshiba India plans to invest about \$100 million (close to Rs 450 crore) this year on advertisement and marketing. Though the company started direct sales in India since 2006, business was bleak and started to pick up only late last year, senior company official said.

"This is our first major investment in the market in the last few years," said Pranab Kumar Mohanty, business head - consumer product division, Toshiba India. "We plan to expand our presence through aggressive advertising. Toshiba aims for about five per cent market share in the LCD TV segment this year."

Toshiba's business operations encompass LCD TVs; personal computers; home appliances including refrigerators and washing machines; semiconductors, and thermal and hydro power plant systems.

Business has been encouraging in the last three months across the consumer product business, he added. Toshiba aims to fully leverage the brand image of its ambassador Sachin Tendulkar who it signed last year. This will help the brand to increase sales and presence this year, Mohanty said.

"Our market share was only about one per cent before the World Cup. It went



Increasing market presence

■ Toshiba aims to fully leverage the brand image of its ambassador Sachin Tendulkar. This will help the brand to increase sales and presence this year

■ The company plans to expand to the southern market, increasing the number of exclusive outlets and presence in multi-brand stores

up to three per cent during the season. While there was a general sales improvement across the television segment during the World Cup, our aggressive marketing also helped to increase market share," he added.

Plans for this year include expanding to the southern market, increasing the number of exclusive outlets and presence in multi-brand stores.

"We have covered about nine states for now. Toshiba intends to expand to 18 states with over 3,000 to 4,000 multi-brand outlets and about 30 exclusive outlets. We have set up a couple of our own stores on a pilot basis in the Delhi region. Fridges and washing machines are sold only in the

northern and western markets. We also plan to take the products to other markets," he said.

The Japan earthquake tragedy does not seem to have affected the business of the Japanese major's business in India. While all of the company's TVs are imported from Indonesia, the other consumer products are imported from Thailand.

The company is also looking for original equipment manufacturers in India to manufacture its products here in the future, he added. However, Mohanty refused to divulge further details stating that the talks are only in the preliminary stages.

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