

Arise India aims Rs 6,000 crore turnover by 2020

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NEW DELHI: [Arise India Ltd](#) today said it is aiming over seven fold increase in turnover at Rs 6,000 crore by FY 2020, to be driven by foray in new product categories and increasing customer base.

The company is an integrated manufacturer of machinery, water pumps and motors, energy, inverters, batteries and [UPS](#).

It is looking at 40 per cent growth in turnover in the current fiscal at Rs 1,200 crore.

"Consumer durables industry is registering very good growth. It is a fast growing, big volume business segment. We are targeting turnover of Rs 6,000 crore by FY 2020. This year we will have turnover of Rs 1,200 crore," Arise India Managing Director [Avinash Jain](#) told PTI.

The company had registered a turnover of Rs 855 crore in 2012-13.

Arise India today entered the LED TV segment with launch of its Spectra range of LED TVs. It has launched eight models of TVs priced between Rs 7,500 and Rs 50,000.

"We hope to sell at least one lakh TV panels this year and clock turnover of Rs 100-125 crore from the segment. Going forward, contribution from TV vertical will grow," Jain said.



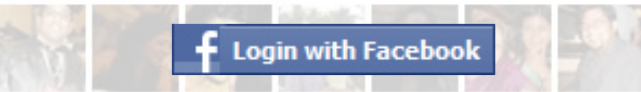
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Arise will manufacture LED TVs at its plant in Rudrapur in [Uttarakhand](#) with daily production capacity of 1,000 units.

When asked about investment required to enhance production capacity to support company's ambitious growth plans, Jain said: "We have enough room to expand our production capacity in the existing plants for the next two years so we would not require any significant investment. We will take a call on investment after two years."

The company also plans to enter into room air conditioner segment by end of the current fiscal.

Arise India has four business verticals mainly machinery, energy, mobiles and appliances.



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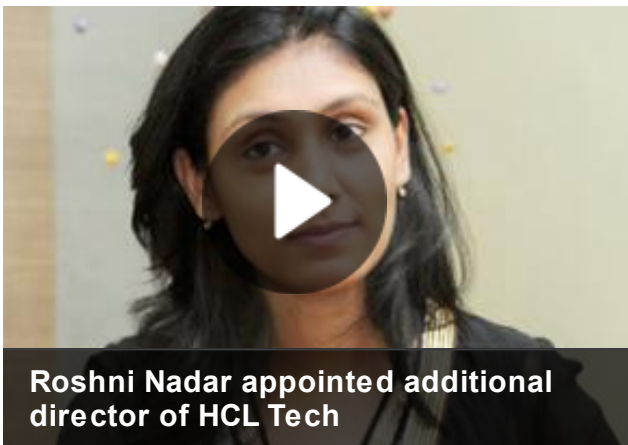
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