

# EROS ELECTRICALS

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To achieve the No.1 position in marketing, distribution and retailing of consumer electronics, home appliances, telecom, IT and engineering goods and services by the year 2015. To achieve and sustain competitive advantage in distribution and retailing by: Industry leading customer satisfaction, while constantly building loyalty and trust. Superior financial performance, while maintaining integrity and business ethics. Adding value to all stakeholders, while ensuring effective teamwork and mutual benefits.

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