

## **SARCO'S SAMSUNG RAMADAN DIGITAL HOME OFFER DRAW WINNERS**

*Al Seeb technical establishment SARCO's Samsung and Citizen Ramadan promotion culminated on 30<sup>th</sup> September 2009 with a grand raffle draw. The grand draw was conducted at it's Samsung exclusive showroom Ruwi premises. SARCO's campaign this Ramadan is multi faceted and was aimed at giving the customers the maximum benefit for their purchases.*

*Under the "Samsung digital home" campaign, 10 lucky customers won 10 dream digital home package each. The digital home package comprises of Samsung's state of the art LCD TV's , Home theatres, Side by side refrigerators, toploading washing machines, microwave ovens, monitors, laptops , printers and stuff that is enough to set up a complete digital home. Apart from this bonanza of sorts one very lucky customer Mr.Nidheesh K Mani took home a brand new Suzuki XL7 all wheel drive (AWD) as the grand raffle prize.*

*The Digital Home offer was available on all SAMSUNG products distributed by SARCO which includes world famous electronics products like LED and LCD televisions, Silver Nano home appliances, laptops, printers and the like.*

*On every purchase of RO 50 from any of the Samsung showrooms in Muscat, Salalah, Sohar, the buyer gets an opportunity to win one of the 10 DIGITAL HOME PACKAGES from Samsung. The DIGITAL HOME PACKAGE comprises of Samsung's state of the art digital electronic products like the Samsung LCD TV, Home Theatre, Refrigerators, Washing Machines, Microwave Ovens, Laptops and Printers - all products which are necessary to set up a state of the art Samsung Digital Home. In addition to this exciting raffle gift, another surprise- a grand raffle-where in a Suzuki XL7 was given away to a very lucky winner.*

*Exciting Samsung products are available on special festive discount offer. Products like the startling Samsung LED, LCD TV's are on offer at special prices bundled with top of the range sound bars and DVD products from Samsung absolutely free!!!. Fantastic Flash memory camcorders and feature-loaded MP3 players with the world famous Samsung design are being offered at never before prices. Samsung refrigerators incorporating Silver Nano and other pioneering technology are being featured during this festive season .what is more, a Samsung vacuum cleaner free on the purchase of these. Also on the offering are the world famous Diamond drum Front-loader washing machine, top -loader washing machines with Silver Nano and Double Storm Pulsator System, Grill-Combi microwave ovens and bagless twin chamber vacuum cleaners incorporating Ag+ Silver Nano Technology.*

*The Citizen promotion during the month of Ramadan featured a chance to win a Samsung net book for every RO 15 spent on the purchase of Citizen product from any of Sarco's exclusive citizen outlets at Sarco showrooms In ruwi, Sohar, Salalah or through Sarco's exclusive citizen outlets in the major hypermarkets through out oman like Lulu, Muscat city centre, Qurum city centre to name a few. A total of 15 net books were won by the lucky ones who bought citizen products during the promotion and entered the lucky draw. Needless to say, sarco's aggressive campaign and the popularity of the citizen brand came together to make the effort a great success.*

*Also for the first time from Sarco was a mega exchange offer for Samsung Laptops, Printers and monitors. Ultra high tech Samsung laptops, high on features and superb in design - together with Samsung printers and monitors are available on exchange with any Laptops, printers and monitors.*

*The offer especially generated a lot of interest among customers wanting to exchange their old Printers, monitors and especially Laptops with the Samsung offerings especially the Samsung laptops which were launched some time during the Comex 2009.*

*This never before offer provided a golden opportunity to exchange that old Laptop, printers or monitors against the uber cool Samsung IT product at sensational prices.*

*The offer is valid from 24<sup>th</sup> August till 22<sup>nd</sup> September 2009 at all SARCO showrooms (Ruwi, Sabco centre, Salalah and Sohar), all Samsung consumer electronics and home appliances authorized outlets and all leading hyper markets*

*Ajay Ganti - General Manager SARCO said, " our objective in the month of Ramadan was to spread cheer amongst as many people as possible. I can gladly declare that we have been more than successful in achieving it. The response from our Samsung 'Digital Home' promotion, Samsung IT products exchange offer and our Citizen festive offer was overwhelming and way beyond our expectation . We are delighted to continue to provide our customers with a chance to win exciting prizes through our fabulous promotions".*