

PRICE HIKES, LATE NIGHT MATCHES, MOBILE STREAMING HURT SALES

World Cup Blasts Fire TV Makers

Sales remained largely stagnant in June YoY, against expected 15-25% jump during the event

Writankar Mukherjee

Kolkata: The FIFA World Cup has failed to deliver the sales boom India's television makers had traditionally counted on during major sporting events.

Off Target TVs Cost More Prices up 15-20% in last six months

Memory chips also up 2-3x since November

Changing Habits More fans late-night kick-streamed on smartphones

Football Hub Football strongholds (Kerala, Goa, WB, Northeast) saw 10-20% sales growth

Longer Replacement Cycle Covid-era has limited appeal

Muted Market TV sales down 5-6% in Jan-May

Counterpoint Research

jump the industry expects during such tournaments, according to manufacturers, retailers and market researchers.

Companies attributed the weak demand to a combination of factors: television prices have risen 15-20% over the past six months following a surge in memory chip costs.

Prices of memory chips used as smartphones, tablets and laptops have escalated two-three times since November last year.

Even in football strongholds such as Kerala, Goa, West Bengal and the Northeast, the initial uptick in demand proved short-lived for the quarter.

Men's football tournament, which is being co-hosted by Canada, Mexico and the United States from June 11 to July 19 this year.

"Television prices have risen sharply since January, and that has hurt long-term growth. Even in states like Kerala and West Bengal, the World Cup has resulted in only a marginal 3-5% increase in sales," said Satish NS, chief executive of Haier India, one of the country's top five television makers.

Pulkit Baid, director at Great Eastern Retail, said TV sales in Kolkata initially increased 10-15% during the tournament before slowing sharply.

"The momentum quickly tapered to around 10%," he said.

According to Counterpoint Research, TV volume or unit sales declined 5-6% in January-May from a year earlier as consumers deferred purchases.

However, saw a modest 1.2% year-on-year increase, driven largely by World Cup-related demand in urban markets.

"Consumers remained focused on buying air-conditioners, refrigerators and air coolers during the peak summer season. Some brands timed their marketing around the FIFA World Cup, which led to a marginal recovery in June," said Anshika Ja, principal analyst at Counterpoint.

To be sure, some smaller brands in India benefited from aggressive promotions. However, a global sponsor of the FIFA World Cup, reported high double-digit sales growth in India, although the broader television market remained subdued.

Electronics retailer Vijay Sales also reported flat volume growth, while sales by va-

lue increased 7-8% because of higher prices. Director Nilesh Gupta said the replacement cycle has lengthened after the Covid-19 surge in purchases of larger-screen televisions. "Consumers who bought 55-inch or 65-inch TVs a few years ago have little incentive to upgrade again, especially because of an even larger surge in prices," he said.

Previous FIFA World Cups triggered the strongest demand surge in the metros and football-loving states.

Public Notice Notice is hereby given that Title Suit No. 681 of 2026, (Shabana Nasser... Plaintiff vs. 1. Fideus Sagit 2. Nigal Resher 3. Md. Atkaton, Defendants) is pending before the Federal 11th Bench Civil Court at Calcutta in respect of Premises No. 70, Nabindra Sarani, Kolkata - 700073, including Shop Room No. 18 & 19.

By order dated 07.04.2026, as extended on 05.06.2026, the Learned Court has restrained the Defendants from transferring, alienating, encumbering, mortgaging, creating any third-party interest, or altering the said property until disposal of the suit.

The Public is hereby cautioned not to enter into any transactions with the Defendants in respect of the said property shall do so at his/her own risk and subject to the result of the pending suit and the subsisting order of the court.

Issued by: Ms B.K. Datta Advocates 29A, Benin Street, Kolkata - 700011 Advocate for the Plaintiff Mob: 9871259733

As Food Inflation Bites, Nestle Turns to Smaller Cities to Drive Demand

New Delhi: Food inflation shaped household choices in ways that went far beyond price, with families re-considering pack sizes, buying frequency and category priorities in FY26, Nestle India chairman and managing director Manish Tiwary said on Friday.

The manufacturer of Maggi noodles, KitKat chocolates and Cereals baby food is making deliberate bets on tier-2 and tier-3 markets, where consumption is rising faster than in metros, Tiwary told shareholders at the company's 67th AGM.

While terming FY26 a year of uneven demand patterns, a steep surge in commodity costs and geopolitical churn, Tiwary said the company's long-term potential remained resilient.

"There will be quarters that test our bets that don't pay off immediately, but that's the nature of building something that lasts," he said.

Nestle will increase its focus on penetration-led volume growth on rural and semi-urban markets that Tiwary said will drive "the next wave of long-term consumption" - Ratna Bhushan

OFFICE OF THE MUNICIPAL COUNCIL BEAWAR Corrigendum Online bids were invited vide Letter No. 2901 dated 10-06-2026 through the E-Procurement Portal, Rajasthan...

Public Notice Notice is hereby given that Title Suit No. 681 of 2026, (Shabana Nasser... Plaintiff vs. 1. Fideus Sagit 2. Nigal Resher 3. Md. Atkaton, Defendants) is pending before the Federal 11th Bench Civil Court at Calcutta...

YAMUNA EXPRESSWAY INDUSTRIAL DEVELOPMENT AUTHORITY Selection of Agency for Conducting Independent Engineer Services for development of International Film City in YEIDA

बिकानेर नगर निगम Notice Inviting Bids NIB No. 42/2026-27 Date 30.06.2026

KERALA WATER AUTHORITY e-Tender Notice Tender No: KWA/HO/SP/1/2026-27/ALIND(RT1)

S. E. RAILWAY TENDER Division Railway Mechanical (Mechanical) Chakraborty, S.E. Railway for and on behalf of President of India invites Tenders

AXIS BANK E-Auction Sale Notice for Sale of Immovable Assets under Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

AXIS BANK LIMITED Structured Assets Group - 2027

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

PSPCIL Punjab State Power Corporation Limited (Regd. Office: PSEB Head Office, The Mall, Patiala-147001) Corporate Identity Number U40109PB2010SGC3813

KARNATAKA STATE SEEDS CORPORATION LIMITED (Government of Karnataka Undertaking) "Beeg Bhanu", Bellary Road, Hebbal, Bengaluru-560024

AXIS BANK LIMITED Structured Assets Group - 2027

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

Universal Sompo General Insurance Suraksha, Hamesha Aspek Saath 8' & 9' Floor (South Side), Westin Connaught, International Business Park, Oberoi Garden City, Off Western Express Highway, Goregaon East, Mumbai - 400063

INVITING APPLICATIONS FOR THE POST OF MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER (MD & CEO) WITH UNIVERSAL SOMPO GENERAL INSURANCE

QUALIFICATION Graduate/Postgraduate from a Premier Institute. EXPERIENCE 8 An Indian national with high integrity & professional track record.

RESPONSIBILITIES Lead overall strategy, business growth, and customer centric operations, ensuring profitability, regulatory compliance, strong stakeholder relationships, and sustained market competitiveness in the General Insurance sector.

RENUMERATION Competitive benchmarks to industry standards, with performance linked rewards and key performance metrics. The position is based in Mumbai.

APPLICATION PROCESS Interested and eligible candidates may submit their comprehensive profile, highlighting key professional milestones along with a photograph in confidence via email to MDCEO_UniversalSompo@kornferry.com, latest by 7 pm on 19th July 2026.

Applications received as per the aforesaid process within the given timeline and prospective candidate identified by Korn Ferry shall be considered. The decision of the Board will be submitted to the IRDAI as per the final approval.

Applications will be treated with absolute confidentiality. The selection process will adhere strictly to fit and proper criteria as mandated by regulatory guidelines.

Universal Sompo General Insurance Corporation Limited | IRDAI Regd. No. 134 | Regd. Office: 8th Floor and 9th Floor (South Side), Connaught International Business Park, 3344, New L.R. No. 1500, Muzra - Arणी, J.L. No. 27, P.S. Sankral, District - Howrah, Boundaries of the Property as per Entire Premises: North - Pancharay Road, South - By And Road width of 60 Ft. Approx. East - By Pond, West - By Pancharay Road. Boundaries of the Flat: North - Open to Air, South - Corridor, Common Passage, East - Staircase & Flat No. 5B, West - Flat No. 5D.

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

ASSET RECOVERY BRANCH JAMSHEDPUR E-Auction SALE NOTICE

Bank of India BOI E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002