

*For Immediate Release*

**Aisen adds yet another Smart HD TV, 'A40HDS950', priced Rs. 25990/-**

- A+ Grade panel with amazing picture quality
- Bunch of in-built apps including browsing and streaming
- *First Brand to offer comprehensive 3 Year Warranty*

Aisen, the high tech brand bringing balance in smart innovation with exceptional quality, announces the launch of its newest smart TV, '**A40HDS950**'. Boasting sleek and innovative design, the new Aisen TV serves as a perfect offering of features and aesthetics, with a unique HD viewing experience.

The stunning TV offers a fantastic **Trulife picture quality**. The TV features **slim bezel design** with a seamless blend of elegance as it perfectly amalgamates with your home's décor, reflecting an impressive combination of technology and finesse.

Discover every detail in Full **LED HD TV** with an extreme brilliance that brings real viewing experience with its picture processing, that up scales every pixel for exceptional picture clarity. Integrated with the Dolby 20W speakers, the TV produces crystal-clear sound, enhancing your movie viewing and listening experiences. A40HDS950 comes with several connectivity options such as 2 USB port, an AV input and 2 distinct HDMI ports to not just pair external devices but also wirelessly share data.

Redefining the dynamic experience is the immersive '**Aptoide store**' with inbuilt games, browsing, android applications and e-sharing that brings you the complete experience of the TV. So, say no to entangle-into-wires. The TV is also equipped with the advanced **E-share app**, to easily share your data, and cast the phone screen onto the TV. **Offering convenience, to endeavour innovation**; now, enrich your gaming experience, on a Bigger Picture.

**Key Feature**

- HD Display
- TruLife Colour Picture
- Clear Sound
- Smart TV
- Aptoide Store
- Dolby Digital Audio
- E-Share
- 2 x USB, 2 x HDMI, AV Input

Armed with several features and energy efficiency the **Power saving mode** automatically fine-tunes the backlight and brightness of your TV.

The product is already available with leading retail stores across various cities in India.

**About Aisen:**

Under the guidance of the group company Vishal Video & Appliances Private limited a 1000cr conglomerate, Aisen brings 35 Years of experience to the Consumer Durable Market in India.



With the unlimited passion for Technology & relentless pursuit of innovation, Aisen brings products that define **Innovation with great value, Promise and personality**. *With a commitment to quality and pride of being manufactured in India, Aisen aspires to find a place in every customer's heart and room, bringing unparalleled experience.*

Powering Market penetration with unmatched distribution, Aisen is available with more than 3000 Retail stores.