



Sony India Pvt. Ltd.

Registered Office:

A-31, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi - 110 044 (India)

Tel : (011) - 6600 6600

Fax : (011) - 2695 9141, 2695 9143

Dated: - 23rd September'11

To : - All Channel Partners

Dear Sir,

Please find attached the price list as on 23rd Sep'11

Price List		
23rd Sep'11		
Description	MRP (Inclusive of Tax)	SID Gross Dealer Price (Inclusive of Tax)
Bravia		
KLV-22BX320	15,900	14,900
KLV-22EX300	16,900	14,900
KLV-22CX320	16,900	15,900
KLV-26BX320	24,900	23,900
KLV-26CX320	25,900	24,900
KLV-26BX300	23,900	22,900
KLV-26EX300	24,900	23,900
KLV-32BX300	31,900	28,900
KLV-32BX320	32,900	29,900
KLV-32EX300	32,900	29,900
KLV-32EX400	36,900	33,900
KLV-32EX600	45,900	42,900
KLV-32CX320	33,900	30,900
KLV-32CX420	37,900	34,900
KLV-32CX32D	40,900	37,900
KLV-32NX500	39,900	36,900
KLV-32EX500	39,900	36,900
KLV-32NX520	40,900	37,900
KLV-40BX400	53,900	46,900
KLV-40BX420	53,900	49,900
KLV-40CX420	55,900	51,900
KLV-40EX400	51,900	47,900
KLV-40NX500	53,900	49,900
KLV-40NX520	58,900	54,900
KLV-40EX500	63,900	59,900
KLV-40EX600	68,900	64,900
KLV-46EX400	73,900	69,900



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Description	MRP (Inclusive of Tax)	SID Gross Dealer Price (Inclusive of Tax)
LED & 3D		
KDL-22EX420	20,900	19,900
KDL-26EX420	29,900	28,900
KDL-32EX420	42,900	39,900
KDL-32EX420	42,900	39,900
KDL-32EX520	47,900	44,900
KDL-32EX520	47,900	44,900
KDL-32EX710	52,900	49,900
KDL-32EX720	57,900	54,900
KDL-40CX520	61,900	57,900
KDL-40EX520	68,900	64,900
KDL-40EX520	68,900	64,900
KDL-40EX520	68,900	64,900
KDL-40EX710	73,900	69,900
KDL-46CX520	73,900	69,900
KDL-40EX720	83,900	79,900
KDL-40NX710 (individual)	93,900	89,900
KDL-46EX710	93,900	89,900
KDL-46EX520	93,900	89,900
KDL-40NX720	93,900	89,900
KDL-46EX720	103,900	99,900
KDL-40HX800	103,900	69,900
KDL-46NX720	123,900	119,900
KDL-46HX800	123,900	89,900
KDL-46NX710(Individual)	123,900	119,900
KDL-52NX800	159,900	149,900
KDL-55EX720	179,900	169,900
KDL-55HX800 (individual)	179,900	169,900
3D Accys Kit for KDL-55HX800	36,390	29,900
KDL-46HX925	153,900	149,900
KDL-52LX900	259,900	249,900
KDL-55HX925	259,900	249,900
KDL-60LX900 (3D)	399,000	389,000



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DAV		
DAV-TZ130	9,990	8,990
DAV-TZ135	9,990	9,800
DAV-DZ310	16,990	13,900
DAV-DZ340	16,990	16,500
DAV-DZ370	18,990	12,990
DAV-DZ640	19,990	19,500
DAV-DZ840	24,990	24,300
DAV-TZ210	12,990	12,700
DAV-DZ510	19,990	15,900
DAV-DZ610	24,990	18,900
DAV-DZ810	29,990	22,900
BDV-E870	39,990	27,900
BDV-E980	39,990	39,000
BDV-E880	29,990	29,200
SA-ID5000	3,990	3,490
SA-ID7000	5,990	4,990
Micro ACD		
CMT-EH25	5,990	5,800
CMT-DX400	8,990	8,700
	0	0
HiFi & HTIB		
MHC-GZR5D	12,990	12,700
MHC-GZR77D	18,990	18,500
MHCGZR888DACE12	24,990	24,300
MHCGZR888D/CE12	24,990	24,300
Network Walkman		
NWZ-B152	2,490	2,490
NWZ-B153	3,590	3,590
NWZ-B162	2,490	2,490
NWZ-B163	3,590	3,590
NWZ-W252	4,990	4,990
NWZ-W262	4,990	4,990
NWZ-E435F	4,990	4,990
NWZ-E443	4,990	4,990
NWZ-E443K	7,990	6,990
NWZ-E444	6,990	6,990
NWZ-E436F	4,990	4,990
NWZ-A845	9,990	9,990
NWZ-A844	6,990	6,990
NWZ-E353	4,990	4,990
NWZ-E363	4,990	4,990
NWZ-E454	6,990	6,990

New model



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Description	MRP (Inclusive of Tax)	SID Gross Dealer Price : (Inclusive of Tax)
Camcorder		
DCR-SX44E	14,990	13,700
DCR-SX45E	15,990	15,700
DCR-SX63E	16,990	14,700
DCR-SR68E	19,990	17,700
DCR-SR88E	23,990	21,700
DCR SX20EK	8,990	8,800
NEX-VG10E	109,990	107,990
DCR-SR20E	17,990	17,700
HDRCX130	24,990	24,500
HDRCX110E	21,990	21,500
HDR-CX150E	29,990	26,500
HDR-XR150E	39,990	34,500
HDRXR160E	39,990	39,500
HDR-XR550E	59,990	49,500
HDR-PJ50E	59,990	59,500
DSC		
DSC-S2000	4,990	4,800
DSC-S2100	5,990	5,800
DSC-S3000	4,490	4,300
DSC-WX7	11,990	11,700
DSC-W310	6,490	6,300
DSC-W320	7,990	7,800
DSC-W350	8,990	8,800
DSC-W360	9,990	9,800
DSC-W370	9,990	9,800
DSC-W380	9,990	9,800
DSC-W510	5,990	5,800
DSC-W520	6,990	6,800
DSC-W530	7,990	7,800
DSC-W570	9,990	9,800
DSC-TX9	14,990	14,700
DSC-T99	9,990	9,800
DSC-WX1	12,990	12,700
DSC-TX1	12,990	12,700
DSC-H55	12,990	12,700
DSC-TX7	17,990	17,600
DSC-HX7V	14,990	14,700
DSC-HX9V	16,990	16,600
DSC-H70	12,990	12,700
DSC-HX1	17,990	17,600
DSC-HX100V	22,990	22,500
DSLR		
DSLR-A290L	19,900	19,500
DSLR-A290Y	25,990	24,990
DSLR-A390L	28,990	27,990
SLT-A33L	33,990	32,990
SLT-A55VL	45,990	44,990



Description	MRP (Inclusive of Tax)	SID Gross Dealer Price (Inclusive of Tax)
Printer		
DPF-D1020	8,990	8,990
DPF-D810	5,990	5,990
DPF-A710	3,990	3,990
DPF-VR100/B	9,990	9,990

Description	MRP (Inclusive of Tax)	SID Gross Dealer Price (Inclusive of Tax)
DVD		
DVP-SR320/BCIN5	2,490	2,190
DVPSR750HPBCIN5	3,990	3,790
DVP-SR510PBCIN5	2,990	2,190
DVP-SR650PBCIN5	3,290	2,990
DVPSR700HPBCIN5	4,290	3,790

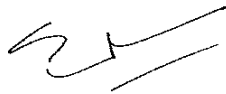
Description	MRP (Inclusive of Tax)	SID Gross Dealer Price (Inclusive of Tax)
BLUE RAY Player		
BDP-S370B/BMRU3	9,990	8,990
BDP-S380/BM	8,990	8,700
BDP-S470B/BMRU3	19,900	14,500
BDP-S480/BMIN5	14,990	14,500

New
model

Playstation		
SCPH-90004 CB	5,990	5,990
CECH-2008A/PS3 160GB	16,990	16,990
PS3 160GB	16,990	16,990
PS 3 (320GB)+ Games	18,990	18,990
PS 3 (320GB)+ Move Bundle	19,990	19,990
PSP-3004	7,990	7,990
PSP-3004 + God of War	8,490	8,490

Description	MRP (Inclusive of Tax)	SID Gross Dealer Price (Inclusive of Tax)
Personal Audio		
MDR-E9A/BC IN	250	250
MDR-110LP/Q1E	290	290
AC-U50A//C EU8	590	590
MDRE828LP/Q1E	600	600
MDREX33LP/WQE	990	990
MDREX35LP/RQE	990	990
MDR-ZX100/BQE	990	990
MDR-J11G//Q E	1,290	1,290
MDR-EX57SLBQE	1,290	1,290
MDR-XD200//QE	1,490	1,490
ICF-C218/BC SP5	1,490	1,490
MDR-ZX300/NQE	1,490	1,490
DR-310DPV/GQE	1,690	1,690
MDR-IF140K/MIN5	1,990	1,990
MDR-XB20EX/QE	1,990	1,990
MDR-XB300//QE	2,490	2,490
MDRD333LW/SQE	2,990	2,990
SRS-D4//C IN5	2,990	1,990
ICD-BX700//Q E	3,490	3,490
SRS-D5//C IN5	3,490	2,490
ICD-UX71F/WC E	3,990	3,990
ICD-P620//C E	4,490	4,490
ICD-PX720//C E	4,490	4,490
SRS-D8//C IN5	4,990	3,990
ICD-PX820//C E	4,990	4,990
CFD-S07CP//CSP5	4,990	4,990
ICD-UX81F/SC E	5,490	5,490
ICDUX200F/BC E	5,990	5,990
ICDUX512F/SC E	5,990	5,990
ICDUX300F/SC E	7,990	7,990
ICDUX513F/BC E	7,990	7,990

Thanks n regards



Sunil Nayar
Sales Head