

M.Video-Eldorado lowers prices and launches 24% cashback for 2,000+ CE SKU right before new school year

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M.Video-Eldorado Group, Russia's leading e-commerce and consumer electronics retailer (MOEX: MVID), on the eve of the new academic year, decreased prices for more than 2,000 products for education, work and home, and also launched a promo – “Back To School” – with an increased cashback of 24% and interest-free installments with no initial payment or over-payment for up to 24 months.

List of goods included in the promo:

<https://www.mvideo.ru/promo/promocatalog?from=hb>

<https://www.mvideo.ru/promo/keshbek-s-rassrochkoy-tovary>

Moreover, starting today and by the end of September, M.Video-Eldorado fixes retail prices at the minimum level in 40 categories (smartphones, laptops, tablets, earphones, home appliances and many other products).

List of goods with fixed prices:

<https://www.eldorado.ru/promo/prm-frozen-prices/>

<https://www.mvideo.ru/promo/derzhim-ceny-mark198835642>

The company has “frozen” prices for consumer electronics in entry and middle price segments in categories of day-to-day use. The program is introduced as part of collaborative work with the Ministry of Industry and Trade of Russia and Federal Anti-Monopoly Service of Russia. CE goods with fixed prices are available in 1,240 M.Video and Eldorado stores in 370 cities of operation of the company, and in online sales channels.

Customers can buy laptops, mobile phones, smartphones and power banks necessary for customers right before the start of the new academic year, and other goods at fixed prices. The list of socially important electronics also includes refrigerators and freezers, gas and electric stoves, ovens, microwave ovens, electric kettles, blenders, mixers, meat grinders, TVs, washing machines, vacuum cleaners, irons, climate control equipment, appliances for hair styling and personal care products.

M.Video and Eldorado also continue to use additional tools aimed at offering customers the most beneficial shopping options. Since August 13, the “Back To School” promo is launched which is timed to the beginning of the academic year. During this promo, customers can buy CE goods for work and education with two beneficial terms: an increased cashback of 24% and interest-free installments with no initial payment or over-payment for up to 24 months. The promo includes smartphones, tablets, gaming products and other categories.

During the promo period, prices for tablets, built-in appliances, small home appliances are decreased by up to 30%, for laptops, display monitors, printing equipment, washing machines, TVs and refrigerators – up to 20%, for coffee machines — up to 15%, and smartphones — up to 10%.

Sergey Uvarov, Commercial Director of M.Video-Eldorado Group:

“M.Video-Eldorado always has a responsible approach to the question of pricing for goods in our network, trying to offer the widest assortment and beneficial shopping options for our customers. Every year we fix affordable prices for a wide assortment range of consumer electronics, supporting customers during the active period of preparation for a school year. M.Video-Eldorado’s actions are aimed at supporting initiatives of the Ministry of Industry and Trade of Russia and Federal Anti-Monopoly Service of Russia in terms of compliance with responsible pricing principles by retail players. We also continue our planned sellouts with discounts, installments and extra cashback.”