**Abstract**

Life without the audio visual media is imagined to be a standstill one. The glamour packed soaps and serials, reality shows, talk shows and other entertainment packages encompass a major section of Indian lifestyle. The main objective of the study is to find out the customer satisfaction towards Plasma TV. The present study is based purely on primary data. Data were collected using Questionnaires. Questionnaires were distributed to a sample of 100 respondents in Coimbatore city. Simple random sampling method is adopted for the present study.