WELCOME TO THE LICENSE RAJ OF BIS

At a time when the industry is about to rebound and create opportunities, the IT industry faces fresh challenges in the form of labeling requirements, augmented fee structures, standardization of processes and surveillance norms enacted by the Bureau of Industry Standards (BIS). This is really set to dampen the spirits of the industry and not take it anywhere.

BIS has introduced a new condition which demands IT and electronic manufacturers to emboss, engrave or screen print the BIS approved label on the products they sell. Ironically the industry was only made aware of the new circular titled Revised Labeling Requirements under compulsory registration scheme on March 25, 2014, and the rule is expected to come into force on April 4, 2014. Isn't this outrageously ridiculous? What is it that BIS want to achieve by this? Really a big question now. And especially when they have given a very little time for vendors to act, this would surely be seen as a big roadblock rather than anything else and yes, it will quite surely take us closer to the License Raj.

Dinesh Shyam Sukha - Editor

RICOH INDIA ISSUES ADVISORY TO ITS CUSTOMERS FOR ONLINE PURCHASES

Ricoh India Limited would like to issue an advisory cautioning its current and potential consumers. Ricoh Laser Printers, MFP's and its consumables are not authorized to be sold by any e-commerce companies / marketplaces or resellers.
Ricoh India does not guarantee the genuinity of the product/s, consumables purchased from such online marketplaces in terms of its quality, specifications, price and performance. We would like to encourage our customers to check the partner authorization and warranty entitlements while buying from these websites.

WD GIVES CONSUMERS A CLOUD OF THEIR OWN

WD®, a Western Digital company and a world leader in storage solutions for the connected life, today introduced its new My Cloud™ family of personal cloud solutions. WD's My Cloud is a complete solution for users to organize, centralize and secure the digital content from all of their computers and mobile devices and access those files from any device, from anywhere in the world. By simply connecting a My Cloud personal cloud drive to the Internet, consumers get the anywhere, any-device access they can get from the public cloud, without having to pay monthly fees or giving up control of their personal data.

MAIT EXPRESSES DISPLEASURE WITH BIS OVER COMPLEX LABELING

BIS mandates adherence of new product and packaging guidelines with effect from 04 April 2014 without prior notice
Just when the IT is on the growth vortex and is realigning strategies for capacity building, the IT industry faces fresh challenges in the form of labeling requirements, augmented fee structures, standardization of processes and surveillance norms enacted by the BIS. These series of fresh notifications by BIS disrupts manufacturing plans, increases costs and interrupts the global supply chain.
For instance, the new labeling requirements proposed by BIS are unworkable, for case in point, the new labeling requirements are in contrast to global pre-requisites and Indian companies cannot change the entire production line to incorporate the new requirements. BIS is not consulting the Industry prior to issuing new product guidelines. The notice period is not enough to comply with the new guidelines'.

CHANNEL PARTNERS SET TO GAIN WITH GIGABYTE TECHNOLOGY, WPG TIE-UP

GIGABYTE Technology (India) Pvt. Ltd, a leading manufacturer of motherboards, has entered into a distribution tie-up with WPG C&C Computers and Peripherals (India) Private Limited, a part of the Taiwan-based WPG Holdings, Asia's leading electronics and IT product distributor. The tie-up gives GIGABYTE Technology the opportunity to leverage WPG's strengths as a major distributor of Intel CPUs, for providing the ideal CPU-motherboard combo solution to channel partners in the Do-It-Yourself (DiY) PC business.

BOYS AT COMPUTERS MAY DEVELOP WEAKER BONES

Hooked to computer or television for long hours? It may put you at the risk of developing weaker bones leading to osteoporosis and fracture – especially if you are a teenaged boy – later in life.
Boys_on_computers-The findings for boys clearly show that sedentary lifestyle during adolescence can impact bone mineral density (BMD) negatively and thus compromise the acquisition of peak bone mass, a Norwegian research has said.
The skeleton grows continually from birth to the end of the teenage years, reaching peak bone mass – maximum strength and size – in early adulthood.
"There is consequently growing concern regarding the possible adverse effects of sedentary lifestyles in youth on bone health and on obesity," said Anne Winther, Arctic University of Norway, Tromso.
The study explored the hypothesis that greater computer use at weekends is associated with lower BMD. The data was obtained from 463 girls and 484 boys aged 15-18 years.
The associations between BMD and screen time were analysed in a multiple regression model that included adjustment for age, sexual maturation, BMI, leisure time physical activity, smoking, alcohol, cod liver oil and carbonated drink consumption.
Not surprisingly, the researchers found that boys spent more time in front of the computer than girls. As well as high screen time being adversely associated to BMD, in boys screen time was also positively related to higher body mass index (BMI) levels. Bone mineral density is a strong predictor of future fracture risk, the researchers said.
According to the International Osteoporosis Foundation (IOF), approximately one in five men over the age of 50 worldwide will suffer a fracture as a result of osteoporosis.

INTEX CLOCKS A GROWTH RATE OF 100% IN FY13-14

Intex Technologies, one of the fastest growing mobile phones, IT accessories and consumer durables companies, today announced its financial results for FY 13-14. Intex clocked a phenomenal growth rate of 100% in its overall turnover with an annual revenue base of more than Rs. 2000 crore in FY 13-14, as compared to Rs.1000 crore in FY12-13. Intex's mobile vertical is the major contributor to the revenue achievement. The mobile vertical alone has grown by more than 300%, accounting for 65 percent of the company's overall annual turnover in FY13-14. The mobile division has fortified its presence further in India's western and northern regions, which have respectively contributed 40 percent and 30 percent toward the growth of this vertical. Of all products within the mobile division, smartphones have accounted for a major portion of revenues for the vertical. Commenting on the company's performance, Mr. Narendra Bansal, Chairman and Managing Director at Intex Technologies said, "Our 100% growth story in FY13-14 is a clear reflection of the success of our product innovation and revamped brand imagery. With our mobile division having contributed significantly to our overall revenues, this vertical is being considered as a future growth driver.
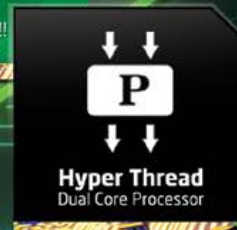
MICROSOFT EXPANDS CLOUD SERVICES FOR MOBILE SCENARIOS

Microsoft Corp announced several new and updated applications and services including Microsoft Office for iPad and free Office Mobile apps for iPhone and Android phones. Microsoft also announced the Enterprise Mobility Suite, a comprehensive set of cloud services to help businesses manage corporate data and services on the devices people use at work and at home. In addition, the company announced the upcoming availability of Microsoft Azure Active Directory Premium and enhancements to Windows Intune.

"Microsoft is focused on delivering the cloud for everyone, on every device. It's a unique approach that centers on people — enabling the devices you love, work with the services you love, and in a way that works for IT and developers," said Satya Nadella, chief executive officer for Microsoft.

IHS: ROCKETING BLUETOOTH PENETRATION KEY TO "INTERNET OF MY THINGS"

Bluetooth penetration is on the rise, with 90 percent of all mobile phones Bluetooth-enabled, says research firm IHS. That will rise to 96 percent by 2018, according to the latest forecast and excerpts from the IHS Technology Connectivity in Consumer, Mobile and IT Market Tracker released at Bluetooth World 2014.

"Mobile phones serve as the hub for the 'Internet of My Things' – the connectivity of the devices all around you – Bluetooth Smart-enabled fitness, health, sleep monitors, proximity tags, and even toothbrushes," IHS states in a press release.

IHS forecasts strong growth in Bluetooth penetration in the home, living rooms in particular, as well as in mobile phones, mobile PCs and media tablets. That includes in LCD TVs, where IHS forecasts Bluetooth penetration rising from 19 percent to 33 percent in 2018.

Mobile and desktop PCs will be in-home hubs, fueling growth in Bluetooth Smart accessories across a wide variety of applications, IHS says, forecasting mobile PC Bluetooth penetration will expand from 56 percent in 2013 to 75 percent in 2018. Penetration among desktop PCs will rise from 10 percent last year to 27 percent in 2018, though desktop PC sales are expected to decline overall.

"The power efficient and intelligent Bluetooth Smart revolutionized the way consumers connect to the devices around them – any thing, from a flower pot to a fork, can relay data back to users – and with the recent boom of devices we have seen, consumers are starting to expect and demand that connectivity," Bluetooth SIG CMO Suke Jawanda was quoted as saying.

"We worked with Apple, Blackberry, Google and Microsoft to ensure all mobile OS platforms support Bluetooth Smart. This gives developers peace of mind. They know the products they build will work seamlessly with the phone, tablet or PC the customer already has, and for the consumer, it means their products will just work. Every time."

Added IHS Technology associate director for connectivity, smart homes and smart cities Lisa Arrowsmith, "It has really been phenomenal to watch Bluetooth Smart drive the creation of a whole new class of far-reaching solutions for the 'Internet of My Things.' This growth is set to continue, as Bluetooth Smart is a leading choice for low-power solutions that need to communicate with consumer devices such as smart phones, tablets, PCs, and more, creating a whole new category of 'appcessories.'"

TREND MICRO TAKES CHARGE OF SAFEGUARDING THE ANDROID PLATFORM FOR MOBILES AND TABLETS

Trend Micro Incorporated, a global cloud security leader has announced the launch of its latest Personal Edition for Mobile Security that particularly works on Android Platform for Mobiles & Tablets. This Mobile Security not only helps keep your tablets and mobile phones away from various threats and data theft but also prevents the potential loss of these personal gadgets. It is empowered with antivirus, antispyware, web filtering, back up, social networking privacy and anti-theft features that secure your mobiles and tablets commendably.

Trend Micro's new Android security is driven by Mobile App Reputation Technology which is fast, light and effective. It includes Antivirus and malware scanner, Privacy scanner with 50 MB of free storage. Additionally, it identifies bad apps and fake websites that could steal information, and detects risky settings in your Facebook profile that puts your privacy at risk. In case a device gets lost or stolen, Mobile Security can also help finding it via the web, as well as protect the information stored on it from prying eyes. Besides if the user has enabled the new backup feature, even if the device is not found, one can at least restore the data in your Android device.

CISCO AND PARTNERS TO BUILD WORLD'S LARGEST GLOBAL INTERCLOUD

As businesses increasingly embrace private, public, and hybrid clouds to cost-effectively and quickly deliver business applications and services, Cisco announced plans to build the world's largest global Intercloud – a network of clouds – together with a set of partners. The Cisco global Intercloud is being architected for the Internet of Everything, with a distributed network and security architecture designed for high-value application workloads, real-time analytics, "near infinite" scalability and full compliance with local data sovereignty laws. The first-of-its-kind open Intercloud, which will feature APIs for rapid application development, will deliver a new enterprise-class portfolio of cloud IT services for businesses, service providers and resellers. Cisco expects to invest over $1 billion to build its expanded cloud business over the next two years. Its partner-centric business model, which enables partner capabilities and investments, is expected to generate a rapid acceleration of additional investment to drive the global scale and breadth of services that Cisco plans to deliver.

MCAFEE DEFINES STRATEGY FOR SECURING THE INTERNET OF THINGS

McAfee, part of Intel Security, outlined its strategy for enabling the secure Internet of Things. Utilizing McAfee's history of securing the most demanding digital environments, McAfee is building and delivering future-focused security solutions that are essential to unleashing the transformative power of a world in which every device is connected. Companies of all sizes are linking objects as diverse as smartphones, cars and household appliances to industrial sensors. The installed base of the Internet of Things will be approximately 212 billion "things" globally by the end of 2020, according to IDC. This equates to approximately 27 things for every person on Earth that will need to be secured and managed. McAfee's objective is to maintain the trust of these devices while allowing them to perform as intended but with a richer experience.

AIRTEL AND IBM ANNOUNCE NEW SERVICES PARTNERSHIP

Bharti Airtel ("Airtel"), a global telecommunications services provider with operations in 20 countries across Asia and Africa, and IBM announced they have signed a new agreement to manage Airtel's infrastructure and application services in India over the next five years. This agreement builds on the 10 year relationship between the two organizations which has driven the co-creation of industry leading telco solutions and customer-centric services. The agreement is based on Airtel's new IT vision that defines the next generation of services for its ever-growing customer base and to offer best in class services to its customers through solutions leveraging cutting edge technology.

RELIANCE JIO INFOCOMM AND RELIANCE COMMUNICATIONS SIGN MASTER SERVICES AGREEMENT FOR SHRING OF RCOM'S CITY FIBER INFRASTRUCTURE

Reliance Jio Infocomm Ltd. and Reliance Communications Ltd. announced the signing of a Master Services Agreement for sharing of RCOM's extensive intra-city optic fiber infrastructure.

Under the terms of the agreement, Reliance Jio Infocomm will utilize RCOM's nationwide intra-city fiber network for accelerated roll-out of its state-of-the-art 4G services across the country.

The agreement is based on arm's length pricing at prevailing market prices.

RCOM's intra-city optic fiber network extends to nearly 500,000 fiber pair kilometres, across the top more than 300 cities and towns in India.

This 3RD agreement further strengthens the comprehensive framework of business co-operation between Reliance Jio Infocomm and Reliance Communications, following the inter-city optic fiber sharing agreement signed in April 2013, and the nationwide telecom towers infrastructure sharing agreement signed in August 2013.

VAIT, OVER A DECADE

VAIT, a strongest association in the south has completed its presence over a decade since 2003. As per the decision by board and members of VAIT, the 10th year was celebrated in the grand manner on 23rd of March, 2014 @ Hotel River View Pvt Ltd., Vellore. Presided by J.Prakash, President and the celebration started around 6:00pm addressed by the members of VAIT, Non-members of Vellore region along with delicates from Puducherry and Tiruvannamalai Associations, Texonic Instruments and Channel Times.

Speaking on the event, J Prakash, the President of VAIT said, "Considering the current market situation, having an association is a need of the hour where people forget the competition and create a win-win situation for the market." Secretary S.R.Ramesh explained the association activities and the roadmap ahead. "Many question, why do we need an association? But, we need a forum where all the common issues can be discussed. We warmly welcome the non-members to join our association and create a win-win situation for everyone," Ramesh said.

ZEBRONICS FOUNDER RAJESH KUMAR DOSHI AWARDED RAJASTHAN YUVA RATNA AWARD 2014

Zebronics founder, Mr Rajesh Kumar Doshi was recognized and honored with the Rajasthan Yuva Ratna Award 2014 at a glittering function held at the The Music Academy, Chennai on 6th April 2014. The award ceremony was organized by the Rajasthani Association, Tamilnadu. The winners of the Rajasthan Yuva Ratna Awards 2014 for outstanding young Rajasthanis were felicitated in the presence of dignitaries such as Padmabhushan Smt. Rajashree Birla, Chairman of Aditya Vikram Birla Group was the Guest of Honour and Justice Thiru V. Dhanapalan of Madras High Court was the Chief Guest.

SMARTLINK CONDUCTS ITS ANNUAL SALES MEET AT GOA

Smartlink Network Systems Limited organized its 'Annual Sales Meet 2014-15' at Goa. The Theme for the meet was 'Breaking Barriers' to encourage the team to move away the obstacles and look at newer opportunities and think bigger than before to take the company to new paths of success. The objective of the meet was to review FY 2013-14 performance and to work on growth plans for FY 2014-15.

This meet was part of Smartlink's regular interaction with its sales team. The all India Smartlink senior management and sales team of DIGISOL and DIGILITE brands, came together to unwind and set the ball rolling for the next financial year. The company had arranged a was very interactive workshop on motivation, team-building to improve the overall performance of its core sales team. Mr. Bimal Raj, Chief Executive Officer, Smartlink Network Systems Ltd. said "The objective of 'Annual Sales Meet 2014-15' was to review and work on strategy and plan for coming year, with a right combination of Products, Sales, Distribution and Marketing. The meet provided perfect platform to discuss and review opportunities and challenge in the market".

The event concluded with a fun filled gala dinner nite at cruise and award ceremony. Overall the meet was highly successful and everyone present on the occasion was very motivated and enthusiastic about future plans.

HP ANNOUNCES DEEPIKA PADUKONE AS BRAND AMBASSADOR

Hewlett-Packard India showcased at an event in New Delhi its newly launched HP Slate6 Voice-Tab and HP Slate7 VoiceTab, plus four new mobile devices which are built for enhanced performance and maximum mobility. The HP Slate VoiceTab series are slim and light tablets with voice calling capability(1), powered by a quad-core processor running on Android 4.2.2 (Jellybean) Operating System and offer 3G(2) connectivity with Dual SIM convenience. HP Slate6 VoiceTab (15.2 cms) diagonal and HP Slate7 VoiceTab (17.8 cms) diagonal come with power-packed entertainment features such as dual front firing stereo speakers, front and rear HD(3) cameras. The VoiceTabs have 16GB built in storage expandable to 32GB via MicroSD card.

Speaking about the association with HP, Deepika Padukone said, "I feel proud to be a part of the HP family. HP products are innovative, performance-driven and easy to use especially when on the move. This is exactly what I want from my devices. I have been using the new HP Slate6 Voice-Tab for some time now and think it's a must-have for anyone who wants performance and style."

KUNHAR PERIPHERALS TARGETS 100% GROWTH FOR THE YEAR 2014-15

2014-15 is a crucial year for Kunhar Peripherals Pvt Ltd (KPPL). Having announced a steeping growth of 100% YOY, it is definitely a milestone for them – a growth rate which leaves the current industry numbers high and dry. KPPL has achieved many a milestones in its 2 plus decades of existence as it traversed from being an importer – to manufacturer –to distributor – to finally a brand owner. Managing Director, Mr. Anil Daryani said "The KPPL team has been working on this for the last couple of months. Each step has been evaluated and re-evaluated to avoid any fall backs on the set target of 60 crore turnover." Mr Daryani also added "The market will witness a lot of activity as KPPL moves towards consolidating some of its brands, adding new products, geographical expansion and even witness some structural changes in the FY 2014-15. So keep watching for more."

The focus for the year would be "PowerSafe". The brand that carries the UPS, Surge Protectors and universal battery adaptors, is all set to encompass the power category including Power Banks, Wall chargers and other power accessories. Artis would continue evolving in the 'Sound-Audio' space and so will VIP with its SMPS and Casings. Branding initiatives for higher visibility on the retail shelves, BTL activities and Training as well as incentives for the retail sales team are in the pipeline. Channel being the backbone, schemes and activities are a regular – the focus here would be more awareness of the entire product basket and inculcating the ethical policies followed at KPPL. KPPL has a strong hold in the Western India region with 15 plus locations. Currently present in Maharashtra, Goa, Gujarat and Karnataka states, we wish to expand in Telangana, Semmandara and Tamil Nadu by the end of the year, ensuring a strong base in Southern India." expressed Mr. Daryani.

DIGISOL LAUNCHES ITS COMPACT 3G MI-FI ROUTER FOR YOUR PERSONAL HOT SPOT

Introduces DG-HR1060MS, Supporting up to 14.4Mbps 3G Connection Speed

DIGISOL the networking brand of Smartlink Network Systems Ltd. has introduced its 150Mbps Wireless 3G Mi-Fi Broadband router. The DG-HR1060MS has a compact design and ideal device to carry and connect to Internet instantly. Its 2000mAH battery makes it Ideal portable device with battery backup. The Micro SD card slot on the router can be used for storage using SD card up to 32GB. The DG-HR1060MS is truly a Portable 3G Mi-Fi Router with Compact Design, Internet Access and Media Sharing.

The DG-HR1060MS HSPA+ Mobile Router gives you high-speed access to the Internet wherever you are and lets you share it on the go. The built-in 3G antenna provides a reliable connection to your 3G service provider. The DG-HR1060MS provides high-speed Wireless N coverage to give high-speed wireless access to everybody whether you are with colleagues on a business trip or traveling with friends and Family. It uses the latest wireless IEEE802.11n technology to stream data at 150Mbps to its wireless clients.

HYPERX RELEASES 'FURY' MEMORY LINE FOR ENTRY-LEVEL OVERCLOCKING AND GAMING ENTHUSIASTS IN INDIA

HyperX®, a division of Kingston Technology, the independent world leader in memory products, announced the launch of HyperX FURY memory for entry-level gamers and enthusiasts in India. HyperX FURY replaces the HyperX blu memory line. This next-generation high-performance memory offers automatic overclocking with an asymmetric and aggressive heatspreader design for the ultimate cost-efficient enthusiast computing experience. HyperX FURY memory is completely Plug and Play (PnP) so it automatically overclocks within the system speed allowance without any manual BIOS tuning. The new heatspreader design comes in four colors (blue, black, red, and white) and features black PCB to enable gamers, modders and system builders to have color matched systems. HyperX FURY is available in 1333MHz, 1600MHz and 1866MHz frequencies.

PLUSTEK LAUNCHES LARGE FORMAT SCANNER AT SMALL PRICE

Plustek Technology Inc., a manufacturer of consumer, professional and office imaging devices, is pleased to announce its entry into the large-format scanner arena with the launch of the Plustek OpticPro A320. Designed to offer professional results, regardless of document size, the A320 includes seven one-touch scan buttons to simplify and automate the most common scanning functions (i.e. scan, OCR, copy, fax and email). With competing scanners costing more than double, the A320 is ideal for professionals who require the best of both worlds—high quality scanning coupled with speed and efficiency—at an affordable price.

ASUS ANNOUNCES R9 295X2 GRAPHICS CARD IN INDIA

ASUS announced R9 295X2, a brand-new high-performance graphics card powered by dual AMD Radeon™ R9 series graphics-processing units (GPUs) and equipped with a highly-efficient, hybrid liquid / air cooling system. Fitted with 8GB of super-fast GDDR5 video memory, R9 295X2 exclusively benefits from GPU Tweak — the real-time tuning tool that's available only to ASUS customers.

SONY INDIA LAUNCHES WORLD'S FIRST DTH THEATER OFFERING AN IMMERSIVE SURROUND SOUND EFFECT

Continuing with its strong commitment in delivering high-quality home entertainment experience, Sony India announced the launch of India's first DTH Theater. The all new DTH Theater is the world's first home theater systemthat has been specifically designed to meet the needs of DTH viewers for superb sound quality.

Best Sound

With a 5.1 channel, the 1000W DTH Theater delivers Powerful & Immersive sound creating the best sound for a theater like experience at home.

Further, owning to the direct DTH connectivity as well as the plug and play feature, the users can enjoy a crisp immersive sound, free from the humming noise of DVD players.

Easy connectivity

The two way HDMI connected DTH Theaterensures an easy connection between the television and DTH via the DTH Theater. One just needs to connect DTH with IV300 and then LCD/LED with IV300, thus ensuring Picture in TV & Sound through IV300 DTH Theatre.The available Inputs are- HDMI Input 2, Optical Input 1

Compact body

The DTH Theater has a compact body which is 40 percent smaller than a conventional home theater body.

NFC – to connect with mobile phone

The model features Sony's one-touch functions with NFC technology that lets you easily view all the content on your phone or other Bluetooth enabled devices with your television.

Plug and play

It supports multiple formats like MKV, MP4, AVC, WMV, VOB, Xvid HD and AVCHD through its USB port for plug and play devices.

DTH Compatible

The 'DTH Theater' is compatible with leading DTH providers like Tata Sky, Airtel Digital TV, Sun Direct, Dish TV and Big TV.

HITACHI MILESTONE: 1000TH CASH DEPOSIT / CASH RECYCLING ATM INSTALLED IN INDIA

Hitachi-Omron Terminal Solutions, announced that the number of Hitachi Cash Deposit / Cash Recycling ATM, HT-2845-V in operation in India has exceeded 1,000. Hitachi-Omron Terminal Solutions is the first manufacturer who achieved more than 1,000 Cash Deposit / Cash Recycling ATM in service in India.

LENOVO UNVEILS THINKCENTRE M73 TINY DESKTOP

Lenovo, one of India's leading PC players, unveils the new ThinkCentre M73 Tiny, a compact, high performance desktop, perfect for modest workspaces. Starting at INR 28,500 plus taxes, the affordable desktop comes with VESA mount support, which allows the M73 Tiny the flexibility to fit anywhere in the workspace—on the desk, or behind a monitor.

The 1L sized desktop weighs 2.9 pounds (1.3Kgs onwards), and is equipped with 4th generation Intel® Core™ i processors that improve performance by 10%. The PC Cloud Manager 2 offers failure warnings, troubleshooting and power consumption reports to keep the PC healthy and green. The Intelligent Cooling Engine (ICE) 3.01 allows for working in hotter temperatures and enables system monitoring with thermal alerts that preempt overheating possibilities.

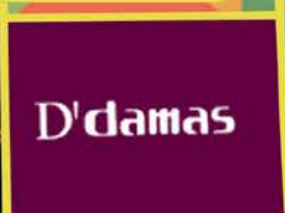**eScan** ™
Anti-Virus & Content Security

JAI HO
OFFERS

This offer is exclusively for eScan with Cloud Security (SOHO) products..

Each purchase brings you closer to exciting gifts like Bagpack, Wi-fi Router, Headphones, Gold and Diamond Jewellery Set and trips to exotic locales like SWITZERLAND and LAS VEGAS.

Offer Period: 1st February 2014 - 30th April 2014.

PURCHASE VALUE	REWARDS
Rs. 2535/-	Radio with FM, USB, Aux and SD Card
Rs. 5508/-	Branded Bagpack
Rs. 10500/-	Belkin Wi-Fi Router- N150
Rs. 22500/-	Skull Candy Headset
Rs. 44000/-	Olympus Camera VG-190
Rs. 82000/-	D'Dmas (Gold and Diamond Jewellery Set)
Rs. 250000/-	Trip to Bangkok 2N & 3D OR Holiday Tour Voucher
Rs. 395000/-	Trip to Tashkent 2N & 3D OR Holiday Tour Voucher
Rs. 795000/-	Trip to Switzerland 3N & 4D OR Holiday Tour Voucher
Rs. 950000/-	Trip to Las Vegas 3N & 4D OR Holiday Tour Voucher

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CORSAIR ANNOUNCES OBSIDIAN SERIES 450D MID-TOWER PC CASE

Corsair, a worldwide designer of high-performance PC gaming hardware, announced the immediate availability of the Obsidian Series®450D-performance mid-tower PC case. The 450D matches the iconic, brushed aluminum design of the Obsidian series with an increased focus on high-airflow, ensuring your system not only looks great, but runs cool.

Behind the 450D's aluminum mesh intake grill are dual 140mm AF140L intake fans to direct airflow straight to a PC's hottest component, the graphics card. The rear AF120L 120mm fan keeps the airflow moving smoothly and five other optional fan locations give you serious cooling flexibility. The 450D's fan mounts also accommodate a wide range of water-cooling radiators, with room for up to a 360mm radiator in the roof, a 280mm radiator in the front, and a 240mm radiator in the floor.

VIEWSONIC VX52 SERIES PROTECT YOUR EYES WITH VIEWSONIC FLICKER-FREE TECHNOLOGY

When using a desktop computer for work, web browsing, video conferencing, movies, gaming or Facebook chatting, people tend to stare at the screen for periods of time and blink less. It causes the surface of the eye to be left drier, and leads to elevated intraocular pressure from constant eye adjustments, eye fatigue, eyelid twitching, headaches and other eye-related problems. ViewSonic VX52 Flicker-Free gaming monitor series, including 24-inch VX2452mh and 22-inch VX2252mh, delivers on the promise of more comfortable viewing. The products cut out flickering completely at all brightness levels by using exclusive ViewSonic Flicker-Free Technology to offer a constant LED light source. Moreover, ViewSonic Flicker-Free Technology integrates DC-modulation backlights to offer true Flicker-Free viewing comfort. More than just giving the appearance of Flicker-Free, the technology maintains a steady stream of direct current power to keep the light continuously on. In fact, this technology provides a steady, controlled current at both high-and low brightness – something other displays can't match.

ASUS LAUNCHES PQ321QE 4K UHD MONITOR IN INDIA

ASUS launched professional 31.5" 4K UHD Monitor PQ321QE in India. The monitor has 31.5-inch 4K display with ultra-high definition (UHD) 3840 x 2160 resolution and 140 pixels per inch (PPI) for impeccable visuals. An anti-glare, LED-backlit IGZO display delivers crisp, precise images with energy efficiency with an ultra-wide viewing angle. The monitor is thinnest 4K UHD monitor ever with DisplayPort and built-in 2W stereo speakers. It also has a unique wall mountable design with tilt, swivel, and height adjustments for providing the customers a unique experience.

NETGEAR DEBUTS JR6150 802.11AC DUAL BAND GIGABIT WI-FI ROUTER

NETGEAR ®,, a global networking company that delivers innovative products to consumers, businesses and service providers, is debuting JR6150 dual band gigabit wi-fi router in its market-leading family of next-generation 802.11ac wireless products. The JR6150 is a dual band router that supports faster WiFi speeds up to 300+450 Mbps† with Fast Ethernet wired connections, providing secure and reliable Internet connections for fast downloads, clearer voice calls, uninterrupted HD video, and lag-free gaming. NETGEAR JR6150 WiFi Router offers the best value and enhanced features for improving network for new or upgraded devices that integrate 802.11ac WiFi support, such as the PC, Mac®, iPhone®, iPad® & Android™ devices.

ASUS ANNOUNCES THE PAN INDIA ACCESSIBILITY OF ZENBOOK UX302

ASUS, a leading brand, driven by the strength of mastering technological innovation and design perfection for the ultimate life-enhancing and computing experience announces Pan India accessibility of their stunning, stylish touchscreen Ultrabook™ with a scratch-resistant finish - Zenbook UX302. Zenbook UX302 has a strikingly gorgeous design refined with crystalline Gorilla® Glass 3 and classic brushed metallic finish. Introducing the Zenbook UX302 is one of our elite ranges of products, will be further enhancing our Ultrabook Series and quality offerings to our customers. Amazingly, it is just 15.5mm thick — 14% thinner than the previous Zenbook. It is a first ever Ultrabook which comes with NVidia GT 730M 2GB VRAM accelerating the performance with responsive multimedia and faster gaming.

TOSHIBA ANNOUNCES NEXT GENERATION 15,000 RPM ENTERPRISE PERFORMANCE HARD DISK DRIVES

Toshiba, a committed technology leader, announces new additions to the AL13SX series of enterprise hard disk drives (HDD) – the AL13SXB and the self-encrypting AL13SXQ. With a 2.5-inch form factor, the AL13SXB and AL13SXQ have 15mm z-height and spin at speeds up to 15,000 rotations per minute (RPM), making the AL13SX series ideal for mission critical enterprise storage applications. The AL13SX series comes in 300GB, 450GB and 600GB capacities, and delivers the highest performance available in 600GB capacity while supporting industry standard 512n sector lengths in a power and space efficient 2.5-inch form-factor. The 4K native sector and 512e emulation models of the drives include Toshiba's persistent write cache technology for improved data integrity and performance.

AXIS ANNOUNCES ITS FIRST 4K RESOLUTION CAMERA AS PART OF A NEW COMPACT BULLET-STYLE SERIES

Axis Communications, the world leader in network video, announces its first 4K resolution camera, AXIS P1428-E. The 4K standard is defined and approved by the International Telecommunication Union (ITU) and offers a video resolution of 3840 x 2160 pixels at 30 frames per second.
The AXIS P1428-E Network Camera is the top-of-the-line model in the compact AXIS P14 Series, designed for outdoor and demanding indoor environments. The AXIS P14 Series consist of seven network camera models ranging from HDTV 1080p to 4K allowing customers to select the camera that best meets their specific requirements and budget, offering efficient and reliable video surveillance in any environment.

CADYCE LAUNCHED IT'S OUTDOOR RUGGED INTERNET CAMERA MODEL: CA-IP225OMP

Cadyce a global leading networking and lifestyle brand has recently launched its latest Outdoor rugged IP camera, Megapixel (1.3M) Bullet type with IR LED Internet Camera (PoE) model:CA-IP225OMP.
The CA-IP225OMP is designed for extreme weather conditions with IP-66 certified, providing a guaranteed performance, widely applicable to day and night conditions. Cadyce's new range of cameras line will bring upgraded imaging technology and advance features to the market at a lower price point. CA-IP225OMP is a Megapixel (1.3M) camera with the highest resolution of 1280x1024 /1280x720 resolution and 30fps. It can capture crystal clear images suitable for identifying objects and persons in day and night modes with its in built ICR Filter. With the help of its powerful IR LED and ICR we can have night vision up to 25 meters.

QUADS – FEEL THE ENERGY OF SOUND!

With the launch of Quads, Portronics yet again brings to you remarkable over ear headphones that are not only affordable but are top notch in quality as well! Two major areas where Quads stands out are Sound quality and Comfort. Developed with revolutionary acoustic technology, Quads ensures detailed sound across the entire sonic spectrum of the listener and are very comfortable to wear causing minimal "listener's fatigue". So be it bass or medium range sounds or high frequency radio, Quads is equipped to handle all and is comfortable enough to wear for a movie marathon session!

RAPOO LAUNCHES S500, THE NEW BREED OF BLUETOOTH STEREO HEADSET WITH HIGH QUALITY AUDIO

RAPOO, global leaders in providing cutting-edge wireless peripheral products, has launched S500 a high quality Bluetooth 4.0 stereo headset. RAPOO S500 runs on the latest Bluetooth 4.0 wireless technology which reduces the power consumption and provides longer battery backup. RAPOO S500 is lightweight, highly portable and comes with excellent sound quality. With inbuilt hidden microphone S500 delivers an excellent quality of voice calling and It can switch between calls and music. Users can enjoy music anywhere easily. It works well in both wired and wireless modes.

MAXIMUM PERFORMANCE, MAXIMUM VALUE: HTC UNVEILS THE HTC DESIRE 310

HTC, a global leader in mobile innovation and design, has unveiled the new HTC Desire 310, bringing seamless multi-tasking, smooth browsing and effortless video creation to the entry-level market. Fusing a sophisticated navy blue design with a powerful quad-core processor, HTC BlinkFeed, and HTC Video Highlights, the latest addition to the Desire family makes some of the celebrated One series' most popular features available to those who want a more affordable handset without compromising on performance. Boasting a 1.3GHz quad-core processor, the Desire 310 can comfortably meet any challenge, no matter how you want to use your phone. Whether you want fast, responsive web browsing, silky-smooth graphics when watching videos or playing games, or simply the ability to juggle multiple apps, exceptional performance comes as standard with this device.

NOKIA INTRODUCES THREE LUMIA SMART-PHONES FOR WINDOWS PHONE 8.1

At Microsoft's Build 2014, Nokia announced three Lumia smartphones based on Windows Phone 8.1 and a series of exclusive Nokia features. Nokia confirmed that Windows Phone 8.1 is scheduled to be available across the entire Lumia Windows Phone 8 portfolio as an over-the-air update this summer following testing and partner approvals. News at-a-glance:

• The Nokia Lumia 930 is a flagship smartphone which delivers the best of Microsoft and Lumia for the ultimate video and imaging experience.
• The Nokia Lumia 635 and Nokia Lumia 630 offer an uncompromised Windows Phone 8.1 experience and bring Microsoft and Lumia innovations to more affordable prices.
• The Nokia Lumia 630 comes in two variants and introduces more choice as the first Lumia with dual-SIM, targeted for growth markets like China and India.
• New devices introduce 'SensorCore', which provides innovative low-power motion sensing with Bing Health and Fitness - SensorCore SDK also being piloted with select partners ahead of public release.
• Imaging SDK 1.2 BETA is an updated Nokia Lumia SDK that will enable developers to build the next generation of imaging and social apps.
• The entire Lumia range with Windows Phone 8 will get an over-the-air update called Lumia Cyan, which will combine Windows Phone 8.1 and unique Lumia features into one update package.
• Windows Phone 8.1 introduces exciting new features - including more details at glance with LiveTiles, fast Word Flow keyboard and Action Center that help people get closer to things they love.

SANDISK ANNOUNCES WORLD'S FASTEST SD CARD

SanDisk Corporation, a global leader in flash storage solutions, announced the SanDisk Extreme PRO® SDHC™/SDXC™ UHS-II card. It is the world's fastest SD™ memory card, and is based on the latest high performance SD specification. The new SanDisk Extreme PRO SD UHS-II card offers up to 250MB/s1 write speeds for continuous burst mode shooting and transfer speeds of up to 280MB/s1 for maximum workflow efficiency. The SanDisk Extreme PRO SD UHS-II card is UHS Speed Class 3 (U3) enabled2, a new specification allowing for high-quality 4K video recording.

SAMSUNG UNVEILS GALAXY S5 TO FOCUS ON WHAT MATTERS MOST TO CONSUMERS

Samsung Electronics, India's leading smartphone manufacturer, introduced the Galaxy S5, blending features that matter most to consumers. The new Galaxy S5 offers consumers a refined experience with innovation of essential features for day-to-day use.

"The Galaxy S5 is yet another great proof point of people-inspired innovation. Designed to be both effortlessly smart and intuitively simple, the Galaxy S5 has been created to maximize consumer benefits by integrating superior hardware with enhanced smartphone usability and an iconic design," said Vineet Taneja, Country Head, IT & Mobile Division at Samsung India. "This sleek and innovative smartphone believes in the importance of an effortless user experience, making your life easy and hassle-free; and, it empowers your life, helping take care of your well-being. At Samsung, we'll never stop pursuing innovation conceived by people, so we can inspire them in return."

The Galaxy S5 combines an advanced camera, the fast network connectivity, dedicated fitness tools and enhanced device protection features as consumers stay fit and connected in style.

UPGRADE TO 4G WITH INDIA'S FIRST-OF-ITS-KIND

LG Electronics, in a joint initiative with Airtel and Qualcomm, has set up an engaging LTE experience zone in Bangalore, for consumers to come and experience the blazing high speed service and innumerable possibilities of 4G LTE. 4G technology, which is very new in India, offers seamless switching between content, greater connectivity and better speed. This experiential program aims to introduce Indian consumers to its many benefits. Mr Amit Gujral, Product & Marketing Head, LG Mobile Communications, LG Electronics, India at the Launch of G2 4G Smartphone said, "4G is a much awaited and relatively new mobile telephony in India, but its many benefits will ensure its fast acceptance. 4G will become main stream in India by the end of 2015 and LG G2 is a first step to realize the new mobility service for the Indian Consumers. The 4G version of G2 is priced at MRP Rs 49,000 for the 32 GB model and shall be available in three color variants – White, Black & Gold."

Online retail at all time high With 1 million retailers

IAMAI has released industry figures that indicate robust growth in the online retail business in India estimating the number of online retailers as close to 1 million as of date. Speaking on the numbers, Dr. Subho Ray, President IAMAI said that "Nearly 1 million large and small retailers make use of online marketplaces to reach out to their customers in India today. These online retailers represent a very wide range of categories including electronics, books, apparel, accessories, footwear and jewellery."

"The presence of such a large number of online sellers testifies to the efficiencies, disintermediation, lower capital costs and deep outreach that online marketplace provides to the retailers," he added. The association has estimated that online retail accounted for USD 12.6 billion (INR 62,967 crores) showing a year-on-year CAGR of 34 percent since 2009 and is expected to escalate further as policy and FDI issues are addressed and delivery logistics come of age. Industry experts have pointed out that growth in the online retail space in India is following a global trajectory and is proving to be sustainable and profitable marketing and distribution model. Agglomeration and consolidation in the online retail business is also a strong indicator of the robust fundamentals of the business model. The Association has identified key segment drivers such as, apparel and

jewellery brands which are marketing and selling their products increasingly through the online channel. IAMAI reports that increasingly OEMs have begun launching their products exclusively through online marketplaces and investing in their own brand marketing. This has led to market expansion, pricing competition which is leading to better products at cheaper prices for consumers.

IAMAI has noted that while technology platforms tend to be run from city centres, the bulk of logistical management such as storage, godowns and deliveries are being handled from Tier 2 or Tier 3 cities. "This is leading to more equitable employment generation and bridging the urban rural divide. said Dr. Ray.

Regional growth patterns are also encouraging, according to IAMAI. Trends indicate that apparel and fashion accessories make the majority of sales in the east and south, while jewellery, leather and consumer item sales are prominent in the north and western sectors. As of current capacities, online retail is growing at roughly an equitable growth rate across regions in India with a slight advantage for the western region over the extreme eastern belt. However, this regional imbalance is expected to level out soon since online retail has been found to serve distant or underserved areas particularly well.

Tablet Sales in India Soars To New High

According to IDC's Worldwide Quarterly Tablet Tracker data for CY 2013, the overall India Tablet shipments for CY 2013 stood at 4.14 million units representing a year-on-year growth of 56.4% over CY 2012. While 1H 2013 witnessed substantial growth in Tablet volumes driven largely by low-end devices, the market observed contraction in the second half of 2013. Despite a strong festive season demand, spending on tablets slowed down in 2H 2013 as the consumer adoption approached early stages of maturity on this category of devices.

A deep dive into the screen size trends highlights that there has been a growing acceptance for tablets with screen size of 8 < 9 inch. "The popularity of phablets has in fact crossed over the demand for 7 inch tablets. For a price conscious

market like India, it is about owning a combination device, meeting the needs with one device instead of two. Also, the return rates on low cost 7 inch tablets have been unexplainably large. First time users latching onto such devices are now looking to move to products that offer better experience in terms of life span and quality" said, Karan Thakkar, Senior Market Analyst with IDC.

Top Vendor Highlights:

Samsung: With 18.7% market share, Samsung outperformed its competitors with strong presence in 7 < 8 inch screen size. Despite a dominating presence, the vendor has scaled down its volumes owing to changing market dynamics.

Micromax: With 8.9% market share, Micromax retained its rank, primarily due to their value for money proposition and concerted marketing efforts

Apple: With 7.5% market share, Apple has shown significant growth in 7 < 8 inch screen size despite its niche positioning. iPad Mini was noted to be well accepted by the market, supported by installment payments for consumers.

Windows and Android Malware Continue to Steal the Show - Quick Heal Technologies Reports

Quick Heal Technologies Pvt. Ltd. has released the findings from its Annual Windows Malware report, where PC continues to be the extensive target for malware authors today.

Quick Heal's 2014 Threat Report:

Windows malware saw a rise of 80% in samples that were received at the Quick Heal Research and Development Lab. As compared to 2012, there has been 40 percent rise in new and unique malware.

While Trojans grabbed the major share of the pie at 77 percent of reported detections, Bots and Backdoors stole the next chunk at 15%.

The most notable botnet incident of 2013 was the birth of the CryptoLocker. Delivered by botnets and devised to extort money by encrypting files and

holding them on ransom, this ransomware adds itself to the list of Windows startup programs.

Web-based malware also included a new breed of online fraud – Watering Hole attacks. In these attacks, a compromised system can give the attacker a freeway to carry out a host of activities, including reading emails, viewing stored data, stealing username and passwords, or installing key loggers. A whopping 800% surge in Android malware samples received.

Total malicious programs detected by Quick Heal amounted to 431397

Attackers are quickly adapting to a mobile-friendly eco-system.

Security in App stores still a cause for concern and user data leakages through malicious apps still continues.

The Four Key Attributes of Customer Engagement

Engaged customers are usually better advocates of the brand and are more loyal and more profitable, according to research by Gartner, Inc. Gartner has identified four underlying attributes that can help customer relationship management (CRM) leaders to improve their level of customer engagement.

"All organizations in the private and public sector connect with customers, most often through the work of the marketing, sales and customer service departments," said Michael Maoz, vice president and distinguished analyst at Gartner. "However, in most cases, these organizations are not actually engaging with the customer, and instead they have been disengaging for a decade in order to lower costs. Furthermore, relatively few have an enterprisewide approach to engaging with customers."

Customer engagement needs to be rooted in a wider cross-enterprise reconsideration of engagement, involving how employees, partners and customers engage. Measuring the level of engagement itself is complex and requires examining the active, emotional, rational and ethical attributes that determine the organization's brand/values.

Increase Active Customer Engagement Through Social, Mobile and Traditional Channel Alignment

Being active requires activity, yet many organizations have been attempting to reduce the activity required to engage with customers to lower their costs. An actively engaged customer is more willing to participate with the organization through multiple different channels, ranging from online self-service tools or a mobile application to community participation or user group involvement. They are more willing to provide feedback when asked, make best use of the products or services on offer, and make suggestions on how to improve them. From the organization's perspective, active engagement requires changes to people, process and technology.

Processes can be modified to make them more flexible, timely, reliable, thorough, accessible and personal, while technology can be introduced to encourage participation in such forums as ideation platforms, peer-to-peer support communities and better user experiences. Each is important to improve active customer engagement.

Build Emotional Customer Engagement Through Transparency and Trust

Emotional engagement is built up from multiple factors and is often a more powerful influence than rational/physical elements in how a customer engages with an organization. The emotions associated with owning a product or using a service and with the interactions customers have with the organization are of key importance. However, recognizing an emotion and measuring and modifying an emotion in a systematic manner are extremely difficult.

Customer satisfaction surveys have been used for decades in an attempt to detect and quantify emotions related to happiness and unhappiness. It is clear that those customers who are emotionally engaged are more likely to complain less, compliment more, buy more and contribute more than those who are not.

Another key factor is how organizations use, or more likely misuse, customer data. By respecting customers' privacy rather than bombarding them with semi-personalized campaigns, organizations can elevate trust and engagement. Allowing customers to access the personal data held and giving them the ability to set controls on what data can be used puts them in a position of control and makes them more at ease with their provider.

Target Rational Customer Engagement Through Greater Customer Participation and Knowledge Availability

Rational customer engagement is the involvement of a customer in accumulating lessons on a product or service and conducting additional fact-finding and research. The customer will decide what level of further relationship investment is warranted based on this research or general knowledge of the product or service and will then develop an appropriate depth and understanding of the product or service and the vendor. Their level of engagement will therefore be linked to rational elements associated with the product or service such as value, quality, detail and innovation. This elevated level of knowledge may then manifest itself in additional activities such as participation in a self-service community or engaging in co-creation or a customer panel.

Gain Ethical Customer Engagement Through Demonstrated Commitment to Fairness With Employees, Partners, Customers and Community

Ethical engagement explores the deepest values and meanings by which people live. These aspects of life and human experience go beyond a purely materialistic view of the world. The organization has a published framework that discusses how it views its responsibilities to employees, partners, customers, suppliers, the community and the world. In the past, ethical engagement has been somewhat optional. If you are not ethical in your actions but you don't get caught, then no harm would have been done. The problem now is that with two billion Facebook users and seven billion mobile phone users across the world, organizations can no longer hide their ethical misdemeanors. In tandem, society as a whole is becoming more ethically aware and supportive of ethical principles and standards. Ethical engagement is, therefore, a growing consideration within many industries.

INDIA IS A HIGH GROWTH MARKET FOR US GLOBALLY AND WE ARE MAKING AGGRESSIVE INVESTMENTS IN THIS REGION

Manish Sharma
Managing Director,
Panasonic, India

What are some of the big priorities for Panasonic today and how are you strengthening your operations in India?

India is a high growth market for us globally and we are making aggressive investments in this region on products, talent, marketing, manufacturing etc. It has been identified as "strategic country" in Panasonic's global growth roadmap and we aim to make the country a focal point of our expansion plans. This will also be done through collaborations with local partners those who understand the nuances of the Indian market. We have also set up the India business development center in January which is focused on the challenges in rural India like clean water, food issues (Supply Chain Management and availability) remote services like tele-education and telemedicine, providing power to off grid population (people who are off the grid or have limited access to the grid). We will attempt to address these problems either though a product or a solution. With well-established success in the consumer space, we are renewing our focus on B2B segment keeping in mind the huge market potential. Energy storage is the biggest part of the product portfolio as India remains energy deficient, we are creating solutions for storage of energy which include both Lead acid and Li-ion, Lead acid would be for automotive and UPS applications and Li-ion would be for telecom, data centers and mission critical applications. So this will be a larger piece for revenue generation for next mid-term.

How important is the channel community for the company's India operations?

Channel community is very important for Panasonic's operation in India. While our primary objective is gaining access to end-user buyers, other related objectives include providing promotional and personal selling support, offering customer service, obtaining market information, and gaining favorable revenue/cost performance

Please share your channel strategy for India?

In order to deliver the finest of our product & services to our customers we not only empower our channel partners adequately but also provide them with training time so that they cater to each and every need of the consumers. We do periodic trainings for our partners and their sales teams on product and application skill sets. Looking at the growing needs of our customers, we will continue to expand and provide best of our products and services at any given point of time.

What kind of market challenges are you facing today?

The demand for consumer durables in India has been rising with the increase in disposable income, coupled with more and more consumers falling under the double income families and the good performance of domestic economy. Also, the consumer preference has shifted towards 'value options' that covers variables of price, quality, convenience, consistency, innovation and shopping experience. Although the Indian consumer is evolving, it is still a challenge for a brand to communicate its value over price as majority of consumers get influenced by the pricing over quality. In order to counter the challenge, Panasonic in recent times has begun plugging the price gap without compromising on quality aspects. Panasonic has overhauled its retail strategies, unleashed new products in different categories and stepped up advertising and marketing spends and will continue to meet the expectations of a varied class of customers.

How much of your focus is being given to the solar initiatives in India? and what are the primary objectives here?

In continuation of our goal of allocating 100,000 solar lanterns to off-grid communities, we recently announced the next step towards improving people's lives residing in areas which have no electricity. The company allocated 5000 solar lights last year and as a subsequent stride 4,000 solar lanterns will be contributed in India this year. In order to achieve this, Panasonic has collaborated with six leading NGO's (non-profit organizations) which primarily include the World Health Partners, Plan International India, World Vision India, Care India, Japan Lutheran Evangelical Association and SARD in the areas of Bihar, Andhra Pradesh, Orissa, West Bengal and Haryana. Panasonic has already enriched the lives of a considerable population in the world by launching successful solar lantern projects and allocated 10,000 compact solar lights to non-profit, non-governmental and humanitarian organizations working to solve social challenges in Myanmar (3,000 units) and India (5,000 units), along with 2,000 lights to refugee camps in Africa in 2013. The company will continue to offer a better living to provide people with peace of mind, comfort and joy in a sustainable way.

What kind of growth are you looking at and where is this growth likely to come from?

Having already established our presence in the B2C space, we are planning to focus on five business areas under the B2B category which include:-

▲ Consumer electronics
▲ Housing
▲ Automotive
▲ B2Bsystems/solutions including avionics and security systems
▲ B2B electronic devices

What are some of the most popular product range that you have in India?

Panasonic makes available in India its wide range of consumer electronics, home appliances like LCD & Plasma TVs, DVD players, Home Theatre Systems, Smartphones, Cameras, Camcorders, Car Audio Systems, Air Conditioners, Washing Machines, Refrigerators, Microwave Ovens, Automatic Cookers, Vacuum Cleaners and a wide range of system products including communication ones like Mobile Phones, High Definition Videoconferencing, Professional Audio Video products like Broadcast Cameras, Projectors and Displays, Business Solutions including Printers, Whiteboards and Security Solutions.

GIGABYTE IS COMMITTED TO GIVING BETTER QUALITY PRODUCTS THAT ARE BACKED BY BETTER SERVICES

GIGABYTE Technology (India) Pvt. Ltd.
Director - Sales, **Sunil Grewal**
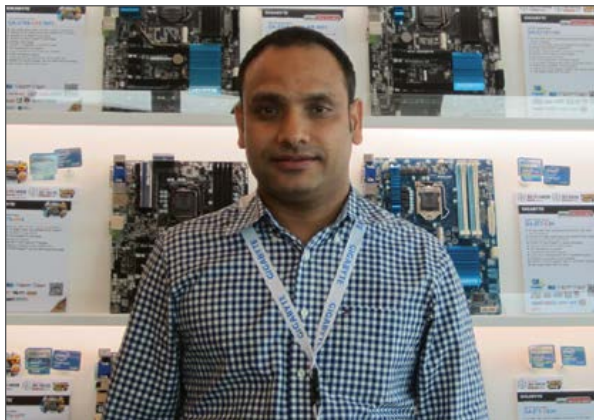
How does Gigabyte look at India operations, what are the main thrust areas for your operations today?

We have a well-trained sales team, which is backed by a vast network of committed channel partners network, and tried and tested market promotional tools. We focus more on Tier 2 and Tier 3 channel partners most of who are based in Class C and D cities.

We have seven Gigabyte Exclusive Service Centers (which are also zonal post-sales service hubs). These are supported by our service partner, Accel Frontline. The centers work in tandem with 91 Accel Service Providers (ASPs), collection centers which are basically Accel Frontline franchisees; and 23 Accel Frontline-managed Across the Table Replacement (ATR) centers. We recently moved our Toll-Free Helpline Number (1800-22-0966) in-house.

Which model of motherboard is unique in Gigabyte and what are the special features unique in that model?

All our motherboard models are unique as far as durability and performance are concerned. Since we launched our first Ultra Durable™ technology in 2006, we made significant advancements to the critical power delivery area of the motherboard by using low temperature, highly efficient, long lifespan components. This has pushed our competitors to adopt many of the same high quality standards we pioneered. For example, take a highly popular entry-level model – GA-B85M-D3H, which comes with the Gigabyte UEFI DualBIOS™. This exclusive technology from Gigabyte protects arguably one of your PC's most crucial components, the BIOS. Gigabyte DualBIOS™ means that your motherboard has both a 'Main BIOS' and a 'Backup BIOS', making users protected from BIOS failure due to virus attack, hardware malfunction, improper OC settings or power failure during the update process.

Many of our 8 series range of motherboard available for Intel 4th generation CPU, feature Gigabyte Ultra Durable™ 5 technology. GIGABYTE Ultra Durable™ 5 motherboards feature High Capacity Power Stages and Ferrite Core chokes rated up to 60A with Gigabyte exclusive 2x Copper PCBs to provide the most stable power delivery. The 8 Series also comes with the Gigabyte App Center that gives you easy access to wealth of Gigabyte apps that help you get the most from your Gigabyte motherboard. Using a simple, unified user interface, Gigabyte App Center allows you to launch all Gigabyte apps installed on your system.

What kind of focus do you give to your channel ecosystem? How do you encourage them to sell more?

We ensure channel profitability by regularly coming out with attractive schemes under the Gigabyte Value Partner Program (GVPP) for Value Partners; and Gigabyte Channel Incentive Program (GCIP) for Premium Partners.

The online Gigabyte Value Partner Program (GVPP) is an ongoing scheme the prize incentives such as motherboards, pen drives, laptop bags, holiday packages, etc., depending on individual schemes. We run the Gigabyte Channel Incentive Program (GCIP) for Premier Partners. As per the scheme, we provide rebates as per target achievement.

What kind of challenges do you face in India? is there any issue with piracy of your products?

As far as the components business is concerned, the major bottleneck is the availability of refurbish CPUs which invariably results in delaying the process of shifting to next generation CPUs. This also makes the quality of components more vulnerable.

When and how are you planning to conduct your next Overclocking event in India? What role can channel partners play in such events?

We may plan our next over clocking event in the next quarter. The role of channel partners in over clocking is negligible.

What is the current scenario of motherboard pricing? it is usually quite volatile just like the stock market. Can it be controlled for the betterment of business community?

We, at Gigabyte, are committed to giving better quality products that are backed by better services. So there is no compromise on quality to reduce the cost. We keep the premium partner billing price same across India to keep MoP stable.

WE WILL APPOINT CITY BASED PARTNERS

Jasmeet Singh Sethi
Director- Portronics, India

What is the essence of Portronics as a brand?

Portronics brand is set on a premise that we would create products that add productivity and entertainment index to your life. The products must look very graceful and elegant. Products should be very easy to use and lastly they should be affordable.

How important is the Indian market for Portronics today and why it is an important market?

India market is a tough but a growing market for Portronics. The appreciation of the quality product is growing exponentially in India. We at Portronics are fanatic about making products simple to use and the same has been taken very positively by our partners, customers and employees.

Where are the big growth pockets in the Indian market and how do you plan to target these pockets?

We were focussing earlier on the Metros and Semi Metros however in the coming year we are also focussing on other 66 major cities. We are appointing distributors and employees across the cities to manage the business. In future we might also plan some flagship Portronics stores in class B cities.

What kind of next generation ready products are you set to develop in the coming months?

We are focussing on the many portable products that are enhancing the portable lifestyle of the corporate and Professionals. Many of the categories don't exist so far but we are trying hard to come up with something very new and innovative.

What do you think about the wearable products? Do you have any plans to have wearable product range for your operations?

Wearable's are one the key products that most of the gadget companies are focussing on. For the India market we are focussing on some simple and affordable wearable health and fitness products.

Please share your details on your channel strategy in India and what are your plans to expand on this front?

We have a plan to focus on additional 66 Class B cities in India from April 2014 onwards. We are recruiting employees in these regions now who can help us expand the distribution network in these areas. We will appoint city based partners who have a capability and capacity to expand the Portronics in their respective areas.

WE FORESEE MORE AND MORE FOCUS IN THE FUTURE TOWARDS MOBILE DEVICE SECURITY

Tell us something about the eScan headquarters and its operations in India?

eScan head office is located in Mumbai, India. eScan is a channel centric brand and is represented by a widespread network of partners not just in India but across the globe.

Anil Gupta
AVP - India, eScan

What is the distribution model of the company, does your company distribute through National Distributors or Regional Distributors?

We work on the Regional Distribution model and are interested in National Distributors as per SKUs.

How many channel partners work with eScan and what kind of expansion do you look at?

Currently we have 8000 + channel partners associated with us. As far as expansion is concerned, we are now planning to focus on East Markets aggressively.

What kind of expectations do you have from your channel schemes? How does this help you achieve your growth plans?

We strategically plan our channel schemes keeping in mind to ensure that our partners gain maximum benefit from them. And if we are successful in doing so, it means that our channel partners are happy while in association with us and thus will further work harder to sell eScan products. Being a channel centric brand, if we receive a good response from the schemes we design, then our mission is successfully accomplished.

How about your focus on SMEs?

eScan has especially designed security solutions to fulfil the IT security needs of SMB segment. Moreover, being a channel centric brand, we have designed a special partner -2- program that accelerates growth, offers marketing support and includes great sales incentives, all with increased profit for the geared SMB partners. We also facilitate Electronic Software Distribution (ESD) license keys to our partners. This will help them to deliver eScan products to their customers 24x7, thus enhancing reach of eScan as well as margin for our channel partners.

Where are the big growth areas for the company? Do you see more in Mobile security or Enterprise security or the regular antivirus products?

Growth areas are across all verticals and product segments such as Laptops, PCs, as well as Tablet and Mobile devices. We foresee more and more focus in the future towards mobile device security.

What is the online share of eScan when compared to the channel business? Will the online share go up in coming days?

We being a channel driven brand, our 98 percent of business is through channels, while online focus is 2 percent.

Where do you see your company in the coming year? What kind of competition do you face in India?

We will be soon penetrating across the country. Until now, we were not focusing much in the East & North-eastern markets, however, within the upcoming 3 to 6 months; we will make our presence in these regions very aggressively.

Indian IT Security market has lot of players leading to a strong competition amongst the vendors. In order to withstand the increasing pressure in the competitive market and meet sales targets, vendors slash their prices, which results in price wars. There are freeware available in the market that just provides the basic level of protection. But though they are so-called free, they become the first choice of IT users who are not completely aware of the current scenario of cyber security landscape. Also, piracy of security solutions is also a challenge. Moreover, cyber criminals regularly come up with more intelligent techniques of attacks. To ensure that your product has the ability to satisfy the ever changing IT security needs of your customers is always a challenge.