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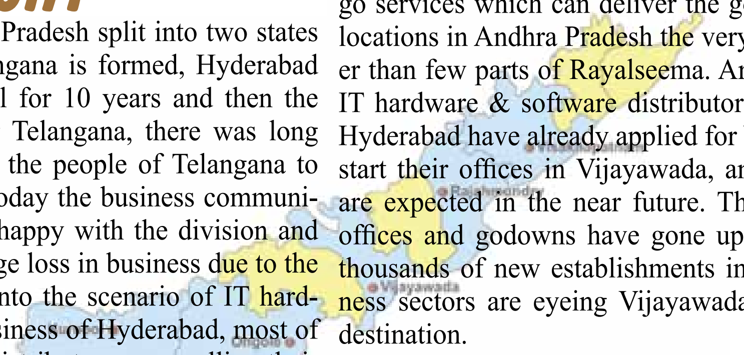

On 2nd June, Andhra Pradesh split into two states and a new state Telangana is formed, Hyderabad being the joint capital for 10 years and then the permanent capital for Telangana, there was long standing protest from the people of Telangana to divide the state. Till today the business community of Telangana is unhappy with the division and they were seeing a huge loss in business due to the division. If we look into the scenario of IT hardware and software business of Hyderabad, most of the major IT dealers/distributors were selling their goods in complete Telangana and Andhra Pradesh managing their logistics and sales from Hyderabad which was single point administration and single point expense, but due to the division and now with separate states, dealers of Andhra Pradesh will have to pay 2% CST against C-forms to get the goods from Hyderabad which is practically not possible as IT business runs on 2% margin. Most of the IT Dealers/Distributors in both the states are in dilemma about the future of their business. And the only way for a Hyderabad dealer form Telangana region is to start a new office in Andhra Pradesh also and undoubtedly the expenses will double, so the administrative work. Day to day management which was easier from a single roof will get complicated with offices in different locations.

Major distributors and dealers have already started opening their head offices in Vijayawada, as Vijayawada is the commercial hub of Andhra Pradesh and also centralised place with good road-rail network. Vijayawada is also well established with cargo services which can deliver the goods to all the locations in Andhra Pradesh the very next day other than few parts of Rayalseema. Around 25 to 35 IT hardware & software distributors/dealers from Hyderabad have already applied for VAT license to start their offices in Vijayawada, and many more are expected in the near future. The rents of the offices and godowns have gone up drastically as thousands of new establishments in various business sectors are eyeing Vijayawada as their new destination.

People from Andhra Pradesh were unhappy that Hyderabad which is home to many major information technology, pharmaceutical companies etc would become part of Telangana. But still the hope remains as new investments and ventures would come drastically in AP and will be the part of development. Expectations are too high in Andhra Pradesh but the reality no one knows...

Chandra Babu Naidu, the new CM of Andhra Pradesh is ready to take the state into new heights and there is a feeling and hope in the state that IT business may boom. Let's hope for the best.

Dinesh Shyam Sukha - Editor

Channel Pulse

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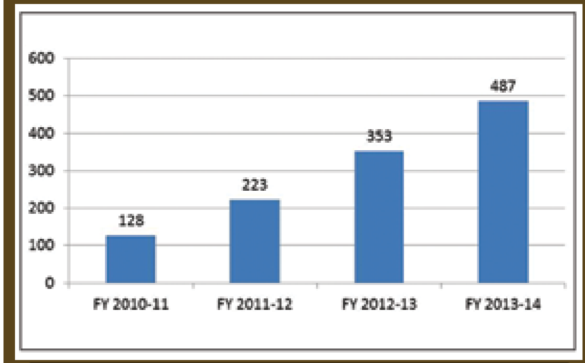
D-LINK INDIA OBSERVES 37.8% GROWTH IN REVENUES WITH 10.2% GROWTH IN NET PROFITS FOR FY 2013-14



Graph Last 4 Years growth (Rs. In Crores)

D-Link (India) Limited announced its financial results for year ending 31st March 2014 at the recently held board meeting. During FY 2013-14, D-Link India witnessed staggering growth in its active & passive product line across various segments.

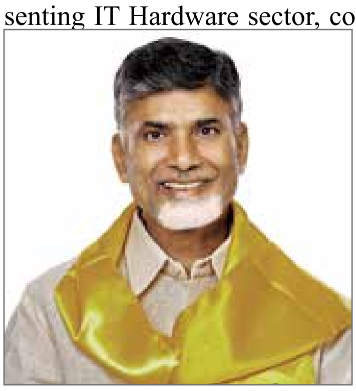
Year Ended 31st March 2014 Results – key highlights:

- The revenue for FY 2013-14 grew by 37.8%, and was at Rs. 48,758.44 Lakhs as against Rs. 35,370.22 Lakhs in FY 2012-13.
- Net Profit after tax (PAT) for FY 2013-14 stood at Rs. 1358.31 Lakh, with 10.2% growth as against Rs. 1,232.50 Lakh in FY 2012-13.

Commenting on the astounding results for FY 2013-14 Mr. Tushar Sighat, CEO – D-Link (India) Limited said, "The crashing currency & uncertainty in the economy at the very start of the year lead to weak business sentiments. However our focused market strategy and practical business approach allowed us to sail through these tough times, with D-Link products making inroads across industry segments. Despite these challenging times with market being highly volatile, we successfully managed to record relentless growth QoQ, along with improved revenue productivity"

D-Link (India) Limited is poised to carry forward this existing growth momentum and scale new heights of success in times to come.

MAIT URGES CHANDRABABU NAIDU TO PROPEL ICT AND MANUFACTURING



MAIT, the apex industry body actively representing IT Hardware sector, commenting on the appointment of Mr. Chandrababu Naidu as the Chief Minister of Andhra Pradesh, stated:

"MAIT congratulates Mr. Chandrababu Naidu for steering the TDP to victory and becoming the Chief Minister of Andhra Pradesh. Mr. Naidu, known for his forethought on decentralizing development has put the state of Hyderabad on the world map and is known as the patron saint of IT, e-governance, Electronics and Manufacturing. Mr. Naidu has exemplified the use of technology in education, healthcare, infrastructure, financial inclusion and governance, which has paved the way in bolstering the growth of Andhra Pradesh".

"MAIT is confident that the Naidu government would provide an environment that can enable investment promotion and accelerate the growth of domestic manufacturing, providing tax incentives and contemplating the creation of manufacturing corridors across the coastline for the electronics manufacturing industry thereby addressing the issue of resource crunch. We look forward to Mr. Naidu developing AP into an ESDM hub, the same way he transformed Hyderabad into a lucrative IT destination some years back".

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INFOSYS TO APPOINT DR. VISHAL SIKKA AS CHIEF EXECUTIVE OFFICER & MANAGING DIRECTOR

The Infosys Board of Directors is pleased to announce the selection of Dr. Vishal Sikka as the Chief Executive Officer and Managing Director (CEO & MD) of the company. Dr. Sikka will be inducted as a whole-time director of the Board and CEO & MD (Designate) on June 14, 2014. He will take over as CEO & MD from Mr. S. D. Shibulal on August 1, 2014.

The Board has also elevated U.B. Pravin Rao, President and whole-time director, as Chief Operating Officer, with effect from June 14, 2014.

Dr. Vishal Sikka was, until recently, a member of the Executive Board of SAP AG, leading all products and driving innovation globally. He has worked closely with leaders of global companies in building breakthrough business solutions. At SAP, he was responsible for all products, from traditional and cloud-based applications to technology and platform products including HANA, analytics, mobile and middleware. In addition, Dr. Sikka led multiple initiatives to accelerate innovation and research at SAP. He holds a Ph.D. in computer science from Stanford University, USA.

SAFENET APPOINTS PRAKASH PANJWANI PRESIDENT AND CHIEF EXECUTIVE OFFICER

SafeNet, Inc., a global leader in data protection, announced the appointment of Prakash Panjwani , a proven information security and software executive, as the company's new President, Chief Executive Officer, and member of the Board of Directors, effective immediately. The 12 year SafeNet veteran has held several executive positions within the organization, most recently the position of Senior Vice President and General Manager of the company's rapidly growing Data Protection group. Panjwani will succeed current President and CEO, Dave Hansen , who has chosen to leave the organization for personal reasons.

EX-SYMANTEC VETERAN AVINASH SHRAWAN APPOINTED AS WATCHGUARD COUNTRY MANAGER FOR INDIA & SAARC

WatchGuard Technologies, a leader in integrated security platforms, announced that Avinash Shrawan has been appointed Country Manager, India and SAARC. Avinash will be responsible for the company's India relations, strategy and growth for channels, mid-market and enterprise businesses.

Avinash has over 16 years of IT industry experience across Sales and Marketing functions. Prior to joining WatchGuard, Avinash was Director - Sales at Dassault Systemes, where during his three and half year stint he was instrumental in executing critical business transformation initiatives across 5 newest industry vertical business. He has had leadership roles before Dassault with Intuit and Symantec. At Symantec, Avinash drove a high level growth strategy from Tier 1, Tier 2 partners in the region as well as significant gains in market share for Storage and Security solutions.

"India has been a major market for WatchGuard, and with Avinash at the helm, WatchGuard hopes to scale its India business to greater heights", said Scott Robertson, Vice President in Asia Pacific and Japan at WatchGuard Technologies.

DELL NAMES GANESH MURTHY CHIEF FINANCIAL OFFICER (CFO) OF DELL SERVICES

Dell announced that Ganesh Murthy has joined the company as vice president and chief financial officer of Dell Services. He will report to Thomas Sweet, senior vice president and chief financial officer of Dell, and will support the Dell Services business and Suresh Vaswani, president of Dell Services. He will be based in Bangalore.

Ganesh joins Dell from Mphasis Limited, a subsidiary of Hewlett-Packard (HP), where he worked for five years serving as executive vice president and CFO. Previous to Mphasis he was the finance director for HP GlobalSoft Limited in Bangalore. In Mphasis he successfully led the acquisition and integration of four M&A targets and was awarded the CFO100 Roll of Honour in Winning Edge in Cost Management by the CFO Institute.

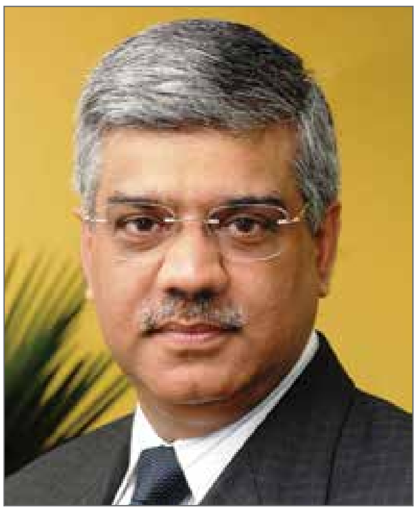
Ganesh has also held leading finance positions at Texas Instruments and Thomson Multimedia. He is an accomplished speaker, and is part of the Executive Committee of the American Chamber of Commerce and Confederation of Indian Industry Southern Region.

NETAPP INDIA APPOINTS NEW VICE PRESIDENT OF ENGINEERING

NetApp, one of the leading providers of storage and data management solutions, announced the appointment of Harish Arora to vice president of engineering. In this critical engineering management role Harish will lead 'WARP' Development engineering - a team focused on the development of Data ONTAP® file system, data reliability, high availability, and non-disruptive operations. An IT veteran with twenty years of experience in system-level software product development and engineering management, Harish brings with him a combination of skill sets – a proven track record of building products to meet global customer needs and encouraging a disciplined approach towards execution – that reinforce NetApp's commitment to deliver excellence and enable customer success.

SUNIL DUTT OF BLACKBERRY JOINS RELIANCE JIO AS DEVICES CHIEF

Sunil Dutt joins Reliance Jio Infocomm as President for devices, Dutt was working as an independent consultant till the latest update of joining Reliance Jio after bidding adieu to BlackBerry India as MD in March 2013. Sunil Dutt joined BlackBerry in the year 2011 and before his stint in BlackBerry India, Dutt was working in HP as the President for Personal Systems Group. Prior to that, he was the Country Head for the mobile business division for Samsung. It is known that Dutt will develop the handset portfolio for Reliance Jio, as well as lay the roadmap for selling of own branded handsets in the country. The rollout of Reliance's own 4G handsets would be the priority area for Dutt. Sunil is an industry veteran with 27 years of work experience in different big brands.



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CONFED-ITA 7th SUMMIT IN GOA

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CONFED-ITA (Confederation of IT Association), the consortium of 25 associations of Tamilnadu with total strength of around 1300 members conducts its 7th edition of Summit at Holiday Inn Resort, Goa from 14th-16th June. Nearly, 400 Delegates from all over Tamilnadu participated in the event. Amar Babu, President of MAIT was the chief guest in the event. The official event was on 15th June which started at 10am with lightning of Kuthuvilakku.

Confed-ITA President(2013-14)Muthiah Pillai delivered his Presidential speech, Secretary(2013-14) Arumugam submitted his secretary report, treasurer(2013-14)Manikandan also submitted the complete details of accounts and Joint Secretary(2013-14)Sujay Vijayan addressed the gathering. After that the new team of Confed-ITA 2014-15 took the charge with great enthusiasm, the new dynamic team includes M.Natarajan as the President who is based out of Coimbatore, C.Balakrishnan as the Secretary who is based out of Erode, P.Kamalakkannan as the Treasurer who is based out of Madurai, V.Saravanan as the Vice President who is based out of Tiruvannamalai, S.Senthilkumar as Joint Secretary who is based out of Tiruvarur, P.G.SunilKumar will be the second Joint Secretary who is based out of Marthandam.

Nalin Patel, Past President of AIT-Bengaluru/ Vice President of SIITA (South India Information Technology Association) from Bangalore , Veeraswamy, President of TCCDA (Twin Cities Computers Dealers Association) from Hyderabad, Murali, Joint Secretary of FITDAK (Federation of IT Dealer Association Karnataka) from Karnataka, Arun, President of Mysore Association, Malthesh, President of Hubli Association and Manoj Talreja, President of Belgaum Association participated in the event as special guests. Nalin Patel and Veeraswamy in the felicitation speech assured their coplete support to confed-ITA to act against online issues.

Amar Babu presented the keynote address, which was all about the channel and how this community should change their strategies by improving the knowledge and skills to fight in this fast changing world, he also stated that the fight given by the online business is still 10% that of channel business. He added that dealers should think of individual brand stores of top brands rather opening a multi brand store which will help the dealer to get the support from the companies to fight in the market as well as to maintain the wide range of products each brands innovate. He also expressed that the change in the business with drastic decline in pc's, with increase in mobiles and tabs business as there is an immediate need to learn more about the new trends in mobility business rather just going round the regular show.

Thereafter, New office bearers of CONFED-ITA officially delivered their acceptance speech in the event. In the speech given by the new incoming president 2014-15 who was also the summit chairman, M.Natarajan assured to get more funds from the vendors for the welfare of the members through various programs throughout the year, he also assured to provide Mediclaim policy to all members and also best possible efforts to keep the unity within the association and lead the association to the new heights in his period.

In the speech delivered by the incoming secretary, C.Balakrishnan insisted for the new changes to be implemented in the structure and proceedings of Confed-ITA in forthcoming years. He assured on behalf of his team that he will try to bring best administration, perfect system, streamlined works, simplifying administrative tasks, lesser admin costs, more priority to members for welfare and improve relationship with all associations. He also assured each and every activities of CONFED-ITA to be transparent and all the members to be given equal importance. CONFED-ITA will also work more towards the welfare of members by taking the federation into next level and will try to build the recognition well with public, society government and other trade bodies. The main objective will be ensuring members livelihood, enhancing their financial status, assuring their future security and helping them to protect their business rights. Balakrishnan also stated that the deviations will be looked after and the association will be perfectly placed into right path. CONFED-ITA will also support the society with social activities. Also, good relationship will be maintained with all associations by fulfilling the needs and expectations. More priority will be given to the main objective and all other activities will be given less priority. Regarding online threat CONFED will analyze the facts and it will take this issue with vendors and government in proper procedure. Confed will seek clarification and solution from all vendors to streamline the online business in such way that doesn't affect the business of our members. He also requested all office bearers to work like servants for the members at the same time the members should not treat office bearers as their servant. It is members responsibilities to support confed-ITA in all aspects and undoubtedly without the support it will be highly impossible to reach the goal.

In the speech delivered by the incoming vice-president, V.Saravanan requested the co-operation of members and also asked the members to concentrate more on their business perfection rather than concentrating on other things as market is getting tough.

In the speech delivered by the incoming treasurer, P.Kamalakkannan ensured that unwanted expenses will be cut shorted, more funds will be allocated for members welfare and every accounts will be transparent and will be circulated in confed-ITA mailing group.

In the speech delivered by incoming Joint Secretaries, S.Senthilkumar and P.G.Sunilkumar also assured their complete efforts towards the welfare of confed-ITA.

The past presidents of CONFED ITA Karthikeyan, Muthusamy, Kuberan and Muthiah Pillai delivered their felicitation speech.

Karthikeyan, who is also the present president of SIITA(South India IT Association) in his speech informed that the work of by-laws for SIITA will be completed with the help of all the states in South India soon and then the next drive will be uniting all the associations of South India under one roof.

The event was anchored by Mohan and Suresh of E-Caps, vote of thanks was delivered by C.Balakrishan. Plenty of gifts were given to the members with lucky draw throughout the event with the support of sponsors Supreme Computers, Vajawat Computers, E-Caps and Kaspersky.

HP was the main sponsor and Lenovo was the Co-Sponsor of the event, Acer took the stall, Dell, Kaspersky and Canon were entertainment sponsors. The event ended with grand success.

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AFFORDABLE AND STUNNING NZXT PHANTOM 240 MID TOWER CHASSIS ARE NOW AVAILABLE WITH PRIME ABGB

NZXT, leading designer and manufacturer of unique and outstanding chassis, has announced the latest entry to the Phantom series of cases, the Phantom 240 through their National Distributor - Prime ABGB.

The new case is sleeker and has better looks than its predecessors, softening some of the more aggressive looks to the Phantom series. Over the years, the original Phantom and Phantom 410 quickly became NZXT's signature cases. Now, NZXT is happy to introduce its latest addition to the family, the Phantom 240.

NZXT has been marketing the Phantom series for years now, improving as they evolve, ironing out the bugs and making variants to cater to all form factors and budgets. Despite its premium looks and rich features, the new model is the greatest entry to the range with the incredible and affordable price tag. The Phantom 240 brings a refreshing new style and full-view window as this product is designed keeping several years of feedback in mind. Included with the chassis are two of NZXT's recently redesigned standard case fans, the 120mm FN V2, bringing additional cooling and lower noise levels, you will also find the chassis supports five fans in total; 2 x 120mm in the front, 2 x 120mm in the back and 2 x 120mm or 140mm in the top. This is in addition to a removable hard drive cage, USB 3.0 support and a huge side panel window.

NETGEAR ROLLS OUT N300 WI-FI MODEM ROUTER WITH ESSENTIALS EDITION

NETGEAR, Inc. a global networking company that delivers innovative products to consumers, businesses and service providers, unveils the new product NETGEAR N300 Wi-Fi Modem Router—Essentials Edition (D1500), which delivers the speed and reliability needed for simultaneously downloads, online gaming and a secure and reliable connection to the Internet.

The NETGEAR N300 WiFi Modem Router—Essentials Edition has a built-in ADSL2+ modem for use with DSL, cable or fibre Internet service. With external antennas for improved Wi-Fi coverage, this modem router delivers high-performance speeds of up to 300 Mbps† and is an ideal modem router for medium-sized homes. The N300 Wi-Fi Modem Router delivers the speed and reliability needed for simultaneous downloads, online gaming and a secure and reliable connection to the Internet. It includes features such as Ethernet WAN for easy upgrade to cable or fibre.

ANTEC INTRODUCES NEW ISK600 ENCLOSURE FOR MINI-ITX BUILDERS IN INDIA

Antec, the global leader in high-performance computer enclosures, power supplies, and mobile accessories announced the availability of the award winning ISK600 Performance Mini ITX PC case for the India market. The ISK600 presents a price conscious solution for builders looking for solid construction in a small form factor.

Sophisticated and Durable:

The ISK600 is the newest addition to Antec's award-winning ISK line of mini-ITX cases. It is a versatile enclosure that matches any CEO's desk, designer's office, or family living room. It is designed exclusively for Mini-ITX motherboards and barely takes up desk space at 260mm (10.2 inches) by 191mm (7.5 inches). In addition to continuing Antec's tradition of solid construction by using 0.8mm SECC steel, the ISK600 features elegantly designed brushed aluminum top and side panels. It will last for builds to come with space for 12.5"graphics cards, 2 expansion slots, and six drive bays (3x 3,5",2x 2,5" and 1xODD Slim).

Undeniable advantage: Its interior layout allows it to accommodate graphics cards of 12.5 inches, a standard ATX size PSU, two expansion slots and three drive bays. Discover the power of the ISK600.

FIRST 3G WI-FI ROUTER WITH BUILT-IN POWER BANK LAUNCHED BY LAPCARE

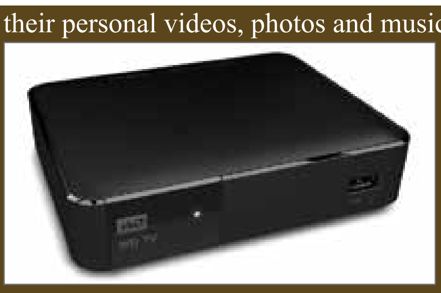
LAPCARE, developers of laptop peripherals and accessories for all premium laptop brands, today announced the launch of first smart wireless 3G router Smart 3G Wi-Fi, company's latest multi-functional router with power bank for small offices, smartphone users and travelers. It provides 150 Mbps speed connectivity on the move.

LAPCARE Smart 3G Wi-Fi is a delight for any tech-savvy consumer. Once connected as a hotspot, it can support up to 32 Wi-Fi-enabled devices simultaneously. The built-in power bank has a 4400 mAh battery to easily charge smartphones, iPhones and tablets. The light weight of 124 gms makes it easy to carry device and can be used anywhere. This Router also supports a built-in USB card reader where users in the network can directly access data from the card reader. It has a wide connection range of 30m while using indoors and 50m while outdoors. It comes with the bundle of accessories like charging data cable and warranty card in the pack. Another value addition to the on-the-go users is the wireless network attached cloud storage.

WD TV SIMPLIFIES PERSONAL CONTENT PLAYBACK ON ANY TV

WD, a Western Digital company and a world leader in connected storage solutions, unveiled the new WD TV – Personal Edition, an easy to use Wi-Fi™ enabled media player that plays virtually any media file stored on USB and network storage devices or any computer on the home network.

"Consumers have increasingly large libraries of disparate personal content types on a variety of storage devices, from portable USB to network attached storage and personal computers," explains Jim Welsh, executive vice president, WD Content Solutions Business and worldwide sales. "WD's ecosystem of apps and media players ensures that viewing that content is seamless on all screens, from mobile devices to the HDTV. WD TV personalizes the entertainment experience, providing the easiest way for consumers to playback all of their personal videos, photos and music."



WD TV-Personal Edition allows users to enjoy a wide range of personal media such as photos, video and music on their home entertainment systems by supporting many file formats, including MKV, MP4, AVI, WMV, MOV and more. Files can be streamed from any connected USB drive like the My Passport® Ultra™ and My Book® product families, personal cloud and network attached storage drives like WD's My Cloud product family, digital camcorder or cameras, and any networked PC or Mac® computer in the home.

Price and Availability

MSRP of WD TV is INR 7,999 and is expected to be available in India from August 2014 onwards.

LENOVO UNVEILS THINKCENTRE E73Z ALL-IN-ONE

Lenovo, one of India's leading PC players, unveils the new ThinkCentre E73z All-In-One (AIO), a compact, high performance AIO, perfect for conserving space. Starting at INR 40,000 plus taxes, the AIO comes with a 720p HD camera for enhanced VOIP experience and multiple stand options, which allows the AIO flexibility to fit anywhere in the workspace.

The 20" AIO PC weighs 6.3 kg onwards, and offers super-fast Intel® Core™ i7 processor and desktop class H81 chipset that improve performance by 10%. Equipped with 16GB RAM for faster and smoother response, the AIO has Windows 8 OS and View Management Utility Software (VMU), which helps manage multiple active displays and allows multitasking.

"The E73z is designed to optimize space and is perfect for compact spaces including small offices, PSUs and educational institutions. The AIO is also designed keeping in mind the security needs of the customers. To make the product more reliable, the E73z has ThinkVantage Software, PC auto lock utility, hardware password manager, rescue and recovery, and USB Port disable option in BIOS."

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SHAPING THE FUTURE BY JOINING GLOBAL VENDORS, BUYERS, MEDIA & PRODUCTS

Connections – and more connections; that's what COMPUTEX TAIPEI is all about! For five inspired days it will shape the future by connecting ICT with its tech, industry, market, and media. This is where the trends blossom in smart tech, touch applications, wearable tech, mobile computing and cloud tech and services!

The show takes place in four dazzling expo halls that are packed with 1,710 exhibitors using 5,069 booths as every facet of ICT is here! The world's second largest IC design company for mobile devices, Mediatek, is exhibiting for the first time. Joining that line up are top makers like Acer, ASUS, Delta and Transcend along with AMD, FORD, Intel, Microsoft, Panasonic and Supermicro. And with them opens a world of wonders in such foreign concessions like the USA Pavilion, Korean Pavilion, Hong Kong Pavilion and Israeli Pavilion.

This year's visitors will be treated to new theme areas such as "Touch Applications & Display Products Area" and "Smart Tech & Applications Area". This expo makes IT happen by joining more than 130,000 visitors from 170 countries. Many of them are big names like SIEMENS AG, Hisense, Toshiba, MA Laboratories, and Best Buy –a leading US consumer electronics retailer.

HP EXPERIENCE STORE IN NELLORE

SV Technologies opens HP EXPERIENCE STORE on 9th of June 2014 in the heart of the city of Nellore, it's in the main road of fathekhanpet which is half a km from RTC bus depot. As Nellore city is around 180kms to Chennai, people prefer to go to chennai because of lack of good stores in the city. These kind of experience stores can help the local public to experience the products locally as HP has wide range of products like laptops, desktops, tabs & printers. Nellore is considered to be one of the major cities in Andhra Pradesh and the city has lot of growth oppurtunities. Also, if hp launches its portal www.hpshopping.in for e-sales then the advantage will go to these kind of stores where HP can tie up for the product and deliver.

D-LINK OPENS ITS OWN SERVICE CENTRE IN SECUNDERABAD

D-Link-The leading networking giant has opened its direct Service Center in Secunderabad. Known as D-Link Service Center (DSC), the center was formally inaugurated by Chief Guest M. Veera Swamy, President, Twin Cities Computer Dealers' Association.

The inauguration of D-Link Service Center (DSC) Hyderabad was held with much fanfare on 12th June, 2014 amidst the presence of local business distributors and major partners from the region. With this D-Link has taken another key step towards enhancing service support infrastructure and offering a world class customer experience. In addition to DSC, D-Link has also appointed D-Link Service Partners (DSP) in Vijaywada and Vishakhapatnam to address customer service requirement in Andhra Pradesh. "Today service is one the key issues in IT industry with only few brands paying heed to customer service. However we at D-Link have always laid high prominence on customer engagement and service support. So now with the opening of D-Link Service Center customers can definitely expect prompt and unwavering support on D-Link products" said Mr. SVS Deepak, Branch Head - AP/Telangana, D-Link (India) Ltd.

D-Link is in the process of opening D-Link Service Center (DSC) PAN India. Set to address customers in 49 plus cities, in its first phase D-Link Service Centres will be present 11 cities with additional 38 D-Link Service Partners present across India. With this D-Link's aims to readily support customers present across the country.

RASHI BAGS THE BEST NATIONAL DISTRIBUTOR AWARD BY LENOVO THIRD TIME IN A ROW

Rashi Peripherals has been awarded the best national distributor for commercial business by Lenovo in a recently concluded event in Goa. This award has been won by Rashi for the three consecutive years symbolizing the consistently growing business and appreciation by Lenovo. The Rashi-Lenovo team is excited and honored by this award and further plans to make it an annual tradition for Rashi Peripherals.

Rashi Peripherals takes care of Lenovo Commercial Business (Think Products – Desktop, AIO, TINY & Notebooks) along with a few other distributors across the country. This award ceremony was held to recognize the efforts put in by the partners to help the business grow.

ASUS LAUNCHES ITS 2ND EXCLUSIVE STORE IN HYDERABAD

ASUS, a leading brand, driven by the strength of mastering technological innovation and design perfection for the ultimate life-enhancing and computing experience, announced the launch of its second exclusive store in Hyderabad, Telangana. The new outlet will feature the entire range of Touch notebooks, Ultrabooks, Tablets, Phablets and Notebooks including the recently launched products which have been launched in India till date. The ASUS Exclusive Store - IT World (Kopal Computers) is located at Shop No. 1-2-65, Siddam setty Complex, Opp. Chenoy Trade Center, Near Hotel Park lane, Secunderabad – 500 003. ASUS is further strengthening its presence in Andhra Pradesh/ Telangana with the launch of its second exclusive retail store in Hyderabad. The retail store, Kopal Computers is the 6th exclusive store in the state after the launch of stores in Anantapur, Vijayawada, Vishakhapatnam, Warangal and Hyderabad

KASPERSKY LAB AND VMWARE HOST AN EXCLUSIVE EVENING WITH SACHIN TENDULKAR

Kaspersky Lab India along with VMware recently hosted an exclusive evening for CIOs and their families to meet and interact with the God of Cricket, Sachin Tendulkar. The event was held at Hotel Four Seasons in Mumbai and saw over 55 of India's leading CIOs in attendance with their families who came to meet Kaspersky Lab's global brand ambassador.

Present on the occasion were Mr. Maxim Mitrokhin, Director of Operations, Kaspersky Lab – Asia Pacific, Mr. Altaf Halde, Managing Director (South Asia) Kaspersky Lab India and the VMware India management team.

Kaspersky Lab's virtualization security solution offers VMware customers with a choice of agentless or light-agent protection. The protection and performance benefits of Kaspersky Lab's light agent solution offer the "best of both worlds" over existing agentless and agent-based virtualization security models. Kaspersky Lab's new Light Agent solution brings extra security features, including application

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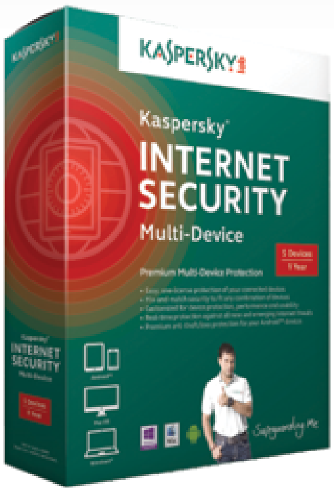

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MAIT PRESSES A REFORM AGENDA FOR THE NARENDRA MODI GOVERNMENT

MAIT, the apex body actively representing IT Hardware sector congratulates Mr. Narendra Modi for steering the BJP to victory.

Although the new government will be faced with new demands and expectations, it has to look for resources and expertise to revive economic growth as also renew investments, particularly in the technology space.

While India has experienced significant growth in PC sales in the past few years, it still has IT penetration below 10%. We expect the BJP to stimulate growth in the ICT segment, which would engage 4,23,500 people, contribute 2,91,700 crore to the GDP and 1,10,600 crore in taxes during the next five years.

Commenting on the victory of BJP, Mr. Amar Babu, President, MAIT said, "Although Mr. Narendra Modi has actively spoken on manufacturing, we suggest his govt. put in place a manufacturing ecosystem immediately by ushering in policy reforms, regulatory frameworks and removing inverted duty structure to facilitate investments in the country".

He also remarked, "India is a difficult place to start any business, especially when it comes to enforcing contracts and obtaining building permits. India should restore confidence by addressing these issues and checking India's miserable rank of 134 in World Bank's 'ease of doing business. The Government should consider lowering interest rates on corporate borrowing and a steady transformation of India's complex tax structure".

Debjani Ghosh, Vice President, MAIT remarked that "Since Mr. Modi has actively advocated technology penetration and digital literacy, we wish the government build an intelligent and confident India by fostering technology adoption, sprucing up infrastructure, ensuring last mile connectivity, reduce VAT and provide access to easy bank loans in the context of ICT".

"Technology should not be treated in a silo, but should be made an integral part of all national agendas, be it education, healthcare, infrastructure, financial inclusion or even governance because only such measures will truly bolster national growth", added Debjani.

Anwar Shirpurwala, Executive Director, MAIT commented, "As a first measure, BJP Government should provide a climate that can enable investment promotion and build on policy measures that would accelerate the growth of domestic manufacturing. Positive sentiments will also build if hurdles are removed in implementation of many existing policies".

He also said, "Considering the economic strength, India has experienced a significant growth in IT penetration, however, it is still very low compared to various emerging economies. We would want the Modi-led government to work on enabling policies for increasing IT penetration".

MAIT recommends the key action items for the BJP Government to take ICT on a global footprint:

Ecosystem for Manufacturing – With electronic imports standing at USD 16 billion, the BJP should put enabling policies in place for sprucing up hardware manufacturing to facilitate investments in the country.

Inverted Duty Structure – Inverted duty structure makes domestically manufactured goods uncompetitive. The new government should look at exemption of SAD on all components used by the IT manufacturer.

Unfriendly Operational policies – Implementation woes in Compulsory Registration order, delays in granting of EPR authorizations by State Pollution Boards, no fixed process for registrations and unclear deadlines badly impact the industry. The IT industry has always been a trendsetter in terms of quality and safety. Government should jointly work with the industry on self-regulation.

Exchange Rate Variations – The IT Hardware industry finds it difficult to compete with exchange rate variations. The Government should look at amending the adoption of Exchange Rate Variation clause for all IT hardware product purchase contracts, regardless of delivery period under the General Finance Rules (GFR), 2005

Subsidies for PC Penetration – The BJP should look at increasing PC penetration in Indian households by enabling infrastructure, providing low-cost loans and discount vouchers for purchasing PCs.

AKITDA IMPACT AGAINST ONLINE ILLEGAL TRADING

AKITDA State President James Joseph congratulating to Kerala state finance minister Sri KM Mani for his stand against the illegal online trading. From the left AKITDA state treasurer PG Anil Prasad, past president PG Suresh, state council member Jossy Sebastian.

All Kerala IT Dealers Association(AKITDA), one of the biggest IT association in South India with around 2500 IT dealers members across Kerala makes a major move by getting the sales tax department of Kerala to investigate the consignment despatches done by e-tailers within the state.

This all happened because the IT dealers of Kerala were facing lot of trouble with the growing Online business within the state which seriously hit their local IT retail counter business, the fact that thousands of dealer members of AKITDA were facing the threat about their future and that made them to be united and stand under one umbrella AKITDA with total confidence for the fight against the online business.

This situation also made AKITDA to develop their relations with the state government and there was an invitation from the state government to AKITDA for attending the yearly pre-budget meeting conducted by the Ministry of Finance during January, 2014. The purpose of the meeting was to gather proposals from the business community to incorporate in the state budget. The Finance Minister himself did participate the meeting with secretaries of various finance departments including the tax secretary.

AKITDA state team headed by our vice-president Toshy Mathew attended the pre-budget meeting and explained the finance minister about the problems of IT dealers due to the online trade and the loss of sales tax revenue for the state which would be hundreds of crores. AKITDA also produced the documents related to the online trading and emphasized the loss of revenue as well as business in the state. The Minister and his team discussed in depth about the issue and proposed to form a sub-committee to study the consequences of the online trading. The association closely followed up with the sales tax officers and informed them the way the products are entering the state.

In the mean time, AKITDA held its Annual State Convention on 11 May, 2014 at Kottayam, which was inaugurated by the Kerala State finance Minister Shri K M Mani. During the state general body meeting the association moved a resolution urging the state government to ban the online trading in the state. The general body unanimously passed the resolution. The copy of the resolution was handed over to the Finance Minister and informed him regarding the issue and gave a detailed information of the worst scenario due to online trading. In the convention the minister assured that he will put all possible measures to stop the online business.

Due to heavy pressure, the government investigated the issue and they realized the loss in tax revenue in the state. The minister himself with his team raided the Kerala border check post (Valayar) and found around 10 lakhs worth of goods sent by Flipkart through courier. The minister instructed the officials to impose heavy penalty for this illegal trade happening in the state. Similar raid and strict instructions has been done at other check posts also.

At the same time, this issue was discussed with IT vendors also. They were warned to choose either on-line dealers or work through their channel dealers across the state. It was also warned that if they entertain more of online business then the vendors supporting them will be banned by the IT dealers of Kerala. The IT vendors are now slowly realizing the importance and strength of the IT dealer, Firstly HP decided to discontinue online trading and we expect the others to follow, says, James Joseph, State President, AKITDA.

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Addressing customers in 49 plus cities. DSC is present in over 11 cities, and is further supported by 38 D-Link Service Partners (DSP) present PAN India.

▸ Service Support

Our aim is to readily support our customers present across the length & breadth of the country.

▸ Customer Satisfaction

Ensuring complete customer satisfaction has always been a top-priority at D-Link. Our enhanced service network with DSC & DSP stands testimony to it.

D-Link Service Support Network is slated to get Bigger & Better

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