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Birlasoft To Drive Cloud-Led Digital Transformation for customers in Collaboration with Microsoft

Birlasoft Ltd., part of the USD 2.4 billion diversified, The CK Birla Group, announced a Global Strategic Cloud Alliance with Microsoft to help its clients to accelerate their digital journey. With this collaboration, Birlasoft is strategically positioned to support its enterprise clients with their cloud transformation needs, right from infrastructure to business applications.

Birlasoft has plans to scale its current Microsoft cloud business to $100M. Building on the current collaboration, Birlasoft will focus on delivering end-to-end services on Microsoft Azure, Microsoft 365, and Microsoft Dynamics 365, to its clients. Together with Microsoft, Birlasoft will create innovative industry solutions and enable customers in focus industries to adopt Microsoft cloud technologies and services.

Dharmender Kapoor, CEO and MD, Birlasoft ."**Birlasoft** empowers our customers to harness the full power of digital by combining enterprise applications with the most modern platforms, software and digitalization processes. Through this cloud alliance with Microsoft, our customers can expect an even broader range of solutions, delivered at a continually faster pace, which will accelerate the execution of their digital transformation strategies."

Gavriella Schuster, Corporate Vice President, One Commercial Partner at Microsoft Corp. said, "This collaboration combines Birlasoft's industry expertise with the power of the Microsoft cloud platform. Together we will help our customers accelerate their digital transformation with new and innovative solutions across industries."

Tata Group poised to take on RIL, Amazon; you could soon order 'everything' using Tata super app

The Tata Group is reportedly poised to unveil a "super app" by December or early next year, which will put the conglomerate in competition with rivals Amazon and Reliance Industries (RIL) in India—the world's fastest growing e-commerce market.

The super app will provide food and grocery ordering, fashion and lifestyle, consumer durables, insurance and financial services, healthcare and bill payments. N Chandrasekaran, Chairman of Tata Sons—the holding company of the $113-billion group said, "It will be a super app, a lot of apps in apps and so on. We have a very big opportunity."

The development assumes significance following Asia's richest man Mukesh Ambani-controlled RIL raised $20 billion from private-equity firms and leading technology behemoths Facebook and Google in an attempt to expand its digital services arm Jio's base. Worth mentioning here is that as per a Goldman Sachs May report, the online retail will account for 2.5% of India's gross domestic product (GDP) by 2030, growing 15 times and touching $300 billion.

Acer ranks No. 1 in PC desktop category in H1 2020

Acer, one of the world's leading PC makers have successfully led the spot of "No.1 Desktop category" in India in the overall commercial and consumer desktop category for H1 2020 with a market share of 23% as per IDC Q2 tracker 2020. Acer also ended the Q2 quarter with an overall PC desktop market share of 26.67% to confirm their dominance in this space. Acer gained the top spot in the commercial desktop category for Q2 with a huge market share of 33.93% and H1 2020 with a market share of 30.04%. Along with sizeable wins from the education segment, Small offices, Small businesses, BFSI, ITeS, and large private corporates are also driving the demand. Acer India observed significant traction in the last few months due to education and work style transformation that helped us maintain a stronghold in the overall desktop category.

Commenting on the achievement, Sudhir Goel, Chief Business Officer, Acer India said, "We are proud to attain the No.1 position in the overall desktop category. Over the last couple of quarters, Acer has recorded a substantial growth in the desktop market in India. Our strong footholds in various sectors like BFSI, government, education, small businesses, and corporates have helped us achieve the top position. With the business transformation to adapt the new normal, the company has done remarkably well with smart thinking and new marketing strategies that helped us to lead this segment and will continue to delight our customers towards strengthening market leadership."

To stay ahead of the competition, Acer's aggressive product positioning clubbed with strive to meet the rising demand for WFH, LFH, and Small-Medium Businesses, the company will continue to lead the product category in the coming quarters.

Ingram Micro signs distribution agreement with cybersecurity provider InstaSafe

Ingram Micro has announced the addition of cybersecurity provider InstaSafe to its Cloud portfolio in India. InstaSafe was named as one of the runners-up of the India edition of the Comet Competition conducted by Ingram Micro Cloud in 2019.

Recognized by Gartner as a zero-trust vendor, InstaSafe helps organizations provide distributed teams with secure access to critical applications by replacing existing, obsolete hardware-based solutions with a highly scalable, cloud security solution. InstaSafe empowers organizations in their digital transformation journey by simplifying network security and enabling users to securely access enterprise applications.

Commenting on the partnership, **Jyotil Mankad, Director & Head of Cloud business at Ingram Micro India** said, "With security becoming a strategic priority for organizations, partners and customers are constantly looking for ways to keep their data and systems protected. InstaSafe's range of Zero Trust Network access solutions helps bridge this gap and we are excited to offer their innovative Security-as-a-Service solutions to our network of partners. "

Sandip Kumar Panda, CEO and co-founder at InstaSafe Technologies said "With the growing trend of cyber-attacks and the new normal of WFH situations, our customers are eager to adopt a simple but efficient security solution for safeguarding their infrastructure 24×7, while managing the application delivery to users seamlessly and securely. InstaSafe's award-winning solution alongside Ingram Micro's reach and ability to work with and deliver services to a wide range of channel partners is a powerful combination. With this partnership, we look forward to empowering the large channel network of Ingram Micro to adopt Zero Trust Network Access Security as a Service (SaaS) solution for their customers and helping them grow exponentially in the evolving multi-cloud infrastructure for the organization."

Relatively shorter payment timeframe for AGR dues can have a longstanding impact on the industry structure

The SC has pronounced its judgment on the AGR case on September 01, 2020 and allowed a 10-year payment term (as against 20 year proposed by DoT) with 10% upfront payment for repayment of the AGR dues amounting to around Rs. 90,000 crore for the three telcos. As per ICRA note, this relatively shorter payment timeframe exerts additional pressure on the cash flows and necessitates sizeable ARPU increase and can have an impact on the industry structure.

Explaining this further, Ankit Jain, Assistant Vice President, Corporate Ratings, ICRA, says, "The proposed payment pattern adds to the burden of the industry which was already saddled with elevated debt levels. This will also exert pressure on the cash-flows and leaves limited room for network capex and expansion, especially for the relatively weaker player. Assuming these payment terms are implemented on the balance amount to be paid, the telcos will have to shell out an amount of Rs. 9,000 crore by March 31, 2021 as upfront payment, followed by 10-annual instalments of around Rs. 12,000 crore at 8% rate of interest starting February 2022 till February 2031."

In October 2019, the honorable Supreme Court (SC) of India had pronounced its judgment pertaining to the definition of adjusted gross revenue (AGR) and inclusion of some non-core revenues in AGR calculations from retrospective basis. The telecom operators pay a revenue share to the DoT in the form of license fee and spectrum usage charges which are linked to the AGR. The SC ruling mandated the operators to include some components of revenues like dividend income, rental income, forex gains, etc while computing AGR on a retrospective basis, which along with interest and penalties on the same translated into sizeable dues for the telcos, amounting to Rs. 1.19 lakh crore for Bharti Airtel Limited (BAL), Vodafone Idea Limited (VIL) and Tata Group (Tata) combined. Of this, these telcos have already paid Rs. 30,000 crore till date and the balance amount remains payable.

The telecom industry, after witnessing a turbulent phase with intense competition and pricing pressures, was on a path to recovery. The telecom operators announced substantial tariff hikes in December 2019, which along with moderation in capex intensity and deleveraging initiatives pointed towards greenshoots of recovery in the sector that was expected to result in expansion in cash flow generation. The tariff hikes have led to restoration of pricing power to the telcos and aided improvement in the operating metrics of the industry with growth in revenues and profit margins.

The industry has been saddled with elevated debt levels amid consistently high capex requirements. As per ICRA estimates, the debt as on March 31, 2019 stood at Rs. 5.0 lakh crore, which witnessed a decline to Rs. 4.4 lakh crore as on March 31, 2020 following the series of deleveraging measures undertook by private operators during FY2020. Moreover, despite the improvement in cash flow and moderation in capex intensity, the debt is further expected to increase to Rs. 4.6 lakh crore as on March 31, 2021 owing to addition of AGR dues.

Concludes Ms. Anupama Arora, Vice President and Sector Head, Corporate Ratings, ICRA, "The government had earlier allowed deferral of the spectrum auction instalments for FY2021 and FY2022.However, this 10-year payment for the AGR dues dampens the relief on auction payments to some extent and is likely to weigh heavily on the balance sheet of the weaker telecom operator, especially when the two-year moratorium gets over and auction payments start in FY2023. The annual instalments for the auction payments are to the tune of Rs. 32,000 crore for the industry starting FY2023, which along with Rs. 12,000 crore annual instalment for the AGR dues starting February 2022 will necessitate substantial increase in the ARPUs to more than Rs. 350 and has the potential to have a longstanding impact on the industry structure."

Krea University establishes Atal Incubation Centre 'Catalyst' in Jaipur

Krea University has set up an Atal Incubation Centre (AIC), Catalyst, under the aegis of the Atal Innovation Mission (AIM), which is a flagship initiative of NITI Aayog. Established as a Section 8 entity, Catalyst AIC seeks to accelerate innovative, disruptive and inclusive tech solutions for the last mile. Over a five- year period, the program will work towards building a robust support system for entrepreneurs working to enhance livelihood opportunities for underserved segments in rural India, with a focus on rural artisans.

Home to a 200 million-plus strong artisan community, India's handicrafts and handloom sector is deeply linked with its cultural heritage and is a crucial pillar to provide sustainable livelihood opportunities in rural areas. With the exception of a few supply chains, the sector is largely unorganised, and artisans have poor access to formal capital, weak exposure to new technologies, and markets. Inclusive tech applications, combined with relevant livelihood initiatives, can bring artisans into the fold of the formal economy, nurture greater inclusion and growth in rural areas.

The Catalyst AIC focuses on solutions that seek to strengthen access to digital financial services, improve supply chain management, skill development and workforce management, among others. It is unique in its value proposition as it provides startups with real-world test environments to rapidly test, iterate and deploy their solutions and integrate data-driven insights on their consumer segments to improve product design and delivery.

Located in Jaipur, the Catalyst AIC offers a dedicated incubation space of approx. 10,000 sq. ft. to incubatees. As part of the incubation program, selected incubatees will receive support in identifying target customer segments, piloting solutions, access to domain experts and fine-tuning business models, drawing on Krea University's thought leadership and research centre LEAD at Krea University's deep expertise in field-based research. Drawing on a broad spectrum of partners from the IFMR-Krea ecosystem, the Catalyst AIC incubation program will also facilitate relevant partnerships with educational and research institutes, corporates, startup ecosystem players, and investors.

Dr Sunder Ramaswamy, Vice Chancellor of Krea University shared, "The Catalyst AIC reflects Krea's ethos to nurture an inclusive ecosystem built on exchange of knowledge, ideas, insights and meaningful collaborations. It also strengthens our vision to interweave high quality research with impactful solutions on the ground".

"While urban India has seen rapid digitisation of processes and systems across all domains through startups, India's last mile communities have been left largely unserved. With Catalyst AIC, we aim to provide a holistic support ecosystem for inclusive tech startups, building solutions for the last mile. We believe that with the right support systems in place, India has the capability and capacity to produce the next high performance business model, exclusively serving these vastly untapped, underserved communities.", said Deepanshu Khandelwal, CEO of Catalyst AIC. He has previously worked with EY in the form of a consultant to state governments on their startup policies.

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CORSAIR Appoints WPG as National Distributor in India

CORSAIR®, a world leader in high-performance gaming peripherals and enthusiast components, announces the appointment of WPG C&C Computers and Peripherals as their National Distribution partner in India. The agreement involves the distribution of Corsair's highly innovative portfolio comprising components (cases, power supplies, coolers, etc) and peripherals (headsets, keyboard, mice, mouse mats etc).

"We are very pleased to align ourselves with a passionate partner like WPG," said **M.A.Mannan, Country Manager, SAARC at CORSAIR** "This move reflects our endeavour to provide greater customer convenience in Indian Market.With WPG's strong distribution network, deep understanding of local consumers' demands & market trends, we are well positioned to meet the current and future needs of customers. We look forward to further expanding our reach as well as reputation in the region."

Rajeev Bajpai, President at WPG C&C Computers and Peripherals said, "We are excited to collaborate with Corsair, a world leader in enthusiast-grade PC components and peripherals. This tie-up will serve as a getaway for us to venture into the gaming market and help us offer top of the line gaming solutions to our customers. We believe this association will go a long way in enhancing Corsair's presence and addressing the specific needs of the gaming market in India."

Headquartered in Taipei, Taiwan, WPG Holdings operates through four leading distributors of semiconductor components – WPI group, SAC group, AIT Group, and Yosun Group. It serves as a franchise partner for near 250 worldwide suppliers. With 5,000+ staff in over 130 sales offices around the world (about 80 in Asia-Pacific region), WPG Holdings achieved US$17.07 billion revenue (unaudited) in 2019.

OPPO's Commitment to Atma Nirbhar India

The outbreak of COVID-19 and government-mandated social distancing norms has impacted various sectors. Business sustenance became a challenge, and it led many organizations to fast track their digitalization journey since most of their task force has been working remotely. While a smooth conversion might be difficult in the short run, but as we progress, industries like telecom, manufacturing, electronics, etc. can witness a huge transformation due to this. The collective effort of all stakeholders like the organizations, the government of India, industry bodies, and the consumer will play an important role in business sustenance at this time.

Brands can be defined as Indian if they are operating, manufacturing, and employing within the country and for its citizens. It is time for them to strengthen their commitment to India. OPPO India, understand the need of the hour and being a global brand brings in the expertise required to help in the movement to becoming Atma Nirbhar. Operating in India –its focus market, OPPO India is committed to the development of the country and recognizes that innovation and entrepreneurship are crucial for the future growth of the economy.

OPPO has been continuously working to strengthen its commitment to "Make in India" and has made an ongoing investment of 2,200 crores in the Greater Noida manufacturing facility, which has not only helped them produce close to 50 million smartphones annually but also provided employment opportunities for the local community.

The brand also understands that it is important to engage with the local community at both stages– manufacturing and innovating. OPPO India opened its R&D centre in Hyderabad in October 2018 and is focused on gaining deeper insights about Indian consumers and market thereby building India centric innovations and customized product offerings – affordable 5G devices, India Local solutions, Camera Innovations, Fasted Android OS Upgrade. This R&D Centre has helped the brand tap vast Indian R&D skillsets and expertise thereby supporting it to respond promptly to growing consumer aspiration in overseas markets.

It was the support of the government of India and the various states, that helped OPPO serve their customers better. The brand set up a Greenfield Electronic Manufacturing Cluster (EMC) in Greater Noida to manufacture electronics and accessories locally. This was possible through the support of the Department of IT and Electronics of the Uttar Pradesh government and approval in principle by the Ministry of Electronics and Information Technology. OPPO also partnered with the Telangana government to encourage and co-develop innovative solutions that will transform the smartphone industry across the country.

Businesses and the Government need to and are working together at all levels to promote literacy, skilling, and thus, in turn, employment. India is rich in talent and some multiple skilled artisans and individuals need the right platform to showcase their innovation. Brands like OPPO with global operations help expose these talented individuals to world–class, cutting edge technology and bring in a chance to be mentored by experts from around the world.

We, as a country need to believe that together we can. It is the unified and collaborative efforts of the individual, the brand, and the government that will make India 'Atma Nirbhar'.

RELIANCE RETAIL TO ACQUIRE RETAIL & WHOLESALE BUSINESS AND THE LOGISTICS & WAREHOUSING BUSINESS OF THE FUTURE GROUP

Reliance Retail Ventures Limited (RRVL), subsidiary of Reliance Industries Limited, announced that it is acquiring the Retail & Wholesale Business and the Logistics & Warehousing Business from the Future Group as going concerns on a slump sale basis for lumpsum aggregate consideration of INR 24,713 crore, subject to adjustments as set-out in the composite scheme of arrangement (Scheme).

The above acquisition is being done as part of the Scheme in which Future Group is merging certain companies carrying on the aforesaid businesses into Future Enterprises Limited (FEL). As a part of the same Scheme:

(i) the Retail & Wholesale Undertaking is being transferred to Reliance Retail and Fashion Lifestyle Limited (RRFLL), a wholly-owned subsidiary of RRVL;

(ii) the Logistics & Warehousing Undertaking is being transferred to RRVL; and

(iii) RRFLL also proposes to invest:

(a) INR 1,200 crore in the preferential issue of equity shares of FEL to acquire 6.09 % of post-merger equity; and

(b) INR 400 crore in a preferential issue of equity warrants which, upon conversion and payment of balance 75% of the issue price, will result in RRFLL acquiring further 7.05% of FEL.

Ms. Isha Ambani, Director, Reliance Retail Ventures Limited, said: "With this transaction, we are pleased to provide a home to the renowned formats and brands of Future Group as well as preserve its business ecosystem, which have played an important role in the evolution of modern retail in India. We hope to continue the growth momentum of the retail industry with our unique model of active collaboration with small merchants and kiranas as well as large consumer brands. We are committed to continue providing value to our consumers across the country."

The acquisition of the retail, wholesale and supply chain business of the Future Group complements and makes a strong strategic fit into Reliance's retail business. This will help Reliance retail to accelerate providing support to millions of small merchants in increasing their competitiveness and enhance their income during these challenging times.

Intel Launches World's Best Processor for Thin-and-Light Laptops

Intel unleashed a new era of laptop performance with the launch of its next-generation mobile PC processors and the evolution of its broad ecosystem partnerships that are propelling the mobile PC industry forward. New 11th Gen Intel Core processors with Intel Iris Xe graphics (codenamed "Tiger Lake") are the world's best processors for thin-and-light laptops with unmatched capabilities for real-world productivity, collaboration, creation, gaming and entertainment across Windows and ChromeOS-based laptops.

Leveraging Intel's new SuperFin process technology, 11th Gen Intel Core processors optimize power efficiency with leading performance and responsiveness while running at significantly higher frequencies versus prior generations. More than 150 designs based on 11th Gen Intel Core processors are expected from partners including Acer, Asus, Dell, Dynabook, HP, Lenovo, LG, MSI, Razer, Samsung and others.

Qualcomm's Breakthrough Adaptive Active Noise Canceling Technology

Qualcomm Technologies International, Ltd., a subsidiary of Qualcomm Incorporated, launched Qualcomm® Adaptive Active Noise Cancellation (ANC) a new technology designed to deliver an improved user experience for earbuds with integrated ANC. Qualcomm Adaptive ANC is designed to enhance user comfort and provide consistent sound quality for true wireless earbuds by adapting its performance to meet variations in how an earbud fits in a user's ear, and adapt in real-time to changes in fit as the earbuds are in use.

"Our 2020 State of Play report found that consumer demand for active noise cancellation has increased year on year and it is now the fourth most wanted feature for earbuds. This makes it a key differentiator for manufacturers," said James Chapman, vice president and general manager, Voice, Music & Wearables, Qualcomm Technologies, International, Ltd. "However, it can sometimes be difficult for OEMs to deliver consistent ANC performance because earbuds will not always have the same fit or be placed in the ear in the same way, and both how and where a consumer uses these devices can vary greatly. We have designed our Qualcomm Adaptive ANC to help customers deliver consistent performance levels and great sound for the largest possible number of consumers."

World's Fastest Discrete Graphics Memory From Micron Powers NVIDIA's Breakthrough Gaming Speeds

Micron Technology, Inc., announced the world's fastest discrete graphics memory solution, GDDR6X, the first to power system bandwidth up to one terabyte per second (TB/s). Working with visual computing technology leader NVIDIA, Micron debuted GDDR6X in the new NVIDIA® GeForce RTX™ 3090 and GeForce RTX 3080 graphics processing units (GPUs), which are tailored to support the fast speeds that immersive, high-performance gaming applications demand.

Micron's GDDR6X serves as a powerful enabler of NVIDIA GeForce RTX 3090 and GeForce RTX 3080 graphics cards' performance. Building on its most recent collaboration with NVIDIA for the GeForce RTX graphics card (enabled by GDDR6), Micron transforms the memory/GPU interface with GDDR6X, accelerating performance on complex graphics workloads across next-generation gaming applications.

ASUS Republic of Gamers Announces Swift 360Hz PG259QNR

ASUS Republic of Gamers (ROG) announced ROG Swift 360Hz PG259QNR, the world's fastest esports gaming monitor with refresh rates of up to 360 Hz. This 24-inch monitor features Fast IPS panel technology, as well as built-in NVIDIA® G-SYNC® and Reflex Latency Analyzer technologies. PG259QNR also includes the ROG Desk Mount Kit. PG259QNR will be available in Q4 2020, while ROG Swift 360 Hz PG259QN — a similar model without the Reflex Latency Analyzer and the ROG Desk Mount Kit — will be available this month. The astounding 360 Hz refresh rate offered by PG259QNR delivers up to 50% more frames per second than 240 Hz gaming monitors, giving gamers an edge over the competition. The 24.5-inch FHD (1920 x 1080) display features Fast IPS panel technology for a superfast 1 ms gray-to-gray (GTG) response time, thanks to liquid crystal elements in the display that turn on and off up to four times faster than those in conventional IPS panels.

MediaTek Conduct World's First Public Test of 5G Satellite IoT Data Connection with Inmarsat

MediaTek is pushing the boundaries of advanced IoT 5G satellite communications with a successful field trial that transfers data through Inmarsat's Alphasat L-band satellite, in Geostationary Orbit (GEO) 35,000 kilometers above the equator.

The results of MediaTek and Inmarsat's IoT field test will be contributed to the 3rd Generation Partnership Project (3GPP)'s Rel-17 standardization work on Non-Terrestrial Network (NTN), which is part of its overarching initiative to establish 5G standards toward new use cases and services.

The new 5G satellite NB-IoT technology established a bi-directional link from MediaTek's satellite-enabled standard NB-IoT device to a commercial GEO satellite, breaking new ground for a truly global IoT coverage. The successful test builds the foundation for hybrid satellite and cellular networks to enable new ubiquitous 5G IoT services at a global scale.

Western Digital Launches New WD Purple Ultra Endurance microSD Card

The increasing demand for Artificial Intelligence-enabled video cameras and higher 4K and beyond video resolutions are driving the increased need for on-camera storage. Western Digital Corp. a leading data infrastructure company, today addressed head-on the need to optimize storage for video and AI analytics at the network edge, by introducing the WD Purple™ SC QD101 Ultra Endurance microSD™ card designed specifically for equipment makers, resellers and installers in the mainstream security camera market.

The WD Purple SC QD101 microSD card features Western Digital's advanced 96-layer 3D NAND technology. It delivers a cost-effective combination of ultra-endurance, high-performance storage, and a wide capacity range of up to 512GB* (available in capacities of 32GB, 64GB, 128GB, 256GB, and 512GB) for the growing security video market. This microSD card is ideal for backup/failover on-camera storage and continuous recording. With the help of the card health monitor in compatible cameras, it provides them with the ability to gauge the remaining endurance and preemptively service the card if needed.

OPPO F17 Pro to Debut with AI-powered photography with 6 Cameras

OPPO, a global premium smart device brand is all set to introduce yet another photography marvel with the OPPO F17 Pro in the Indian market.

Keeping up with the legacy of the slim form factor, OPPO F17 Pro comes with a 7.48mm ultra-thin design making it the sleekest design of 2020. Built to deliver AI-powered photography, the OPPO F17 Pro will come equipped with a suite of 6 AI portrait cameras and video stabilization features to further elevate the experience in portrait photography.

The F17 Pro packs a camera powerhouse that's designed to capture pictures at par with that of professional pictures. The smartphone is designed to offer a powerful combination of AI cameras including a 48MP wide-angle quad-camera setup on the rear, and Front Dual Depth cameras in the front that together offers better clarity and quality to pictures.

The Dual Lens Bokeh leverages both the second 2MP depth camera and the 16MP main camera paired with software level image processing to create a more accurate and precise bokeh effect. Moreover, the feature helps add more bokeh effects to photos with multiple people in the frame.

VIVO Unveils Y20 with 18W FlashCharge, 5000mAh Battery

vivo, the innovative global smartphone brand has, announced the latest addition in the powerful Y-series portfolio- Y20 series. The first device to launch in this Y20 series is the Y20 and will be available for purchase on all partner retail stores, vivo India E-store, and other major ecommerce websites starting August 28, 2020. Priced at INR 12,990 for the 4GB+64GB variant in two gorgeous colors- Obsidian Black and Dawn White.

The vivo Y20 comes with a 6.51-inch Halo iView display which features an elongated aspect ratio of 20:9 and HD+ (1600 x 720) resolution. The device also has impressive side-mounted fingerprint scanner which unlocks the phone in just 0.22s.

The smartphone packs a massive 5,000mAh battery with 18W FlashCharge technology that lasts upto 16 hours of online HD movie streaming and 11 hours of resource-intensive games. The Super AI Triple camera setup provides enhanced picture capabilities with 13MP main camera, 2MP Bokeh camera and a Macro camera. At the front, the smartphone features 8MP camera for perfect selfie experience.

Xiaomi Unveils Redmi 9 Budget Smartphone in India

Xiaomi India, has launched Redmi 9 in India. The new smartphone brings high value at an affordable price point in line with Redmi's mission of bringing innovation for everyone.

Sneha Tainwala, Redmi India Lead, said, "With each Redmi device, we are moving closer to making sure technology is available for everyone. Redmi 8 series has shipped nearly 25 million units globally, which is a testimony to the trust that our consumers have shown in us. With Redmi 9 we want to build upon the legacy of the number series."

"There has been a significant increase in the usage of smartphones for work, media consumption, as well as education across all segments. With Redmi 9, we are bringing a minimum of 4GB RAM and 64GB of storage to cater to the increasing requirement of high performance at an affordable price. By amalgamating superior performance with premium design, we hope to re-invent the experience an entry level smartphone can provide to the users."

Fitbit Debuts Sense, Its Most Advanced Health Smartwatch

Fitbit announced Fitbit SenseTM, the company's most advanced health smartwatch, bringing innovative sensor and software technology with the world's first electrodermal activity (EDA) sensor on a smartwatch to help manage stress, along with advanced heart rate tracking technology, new ECG app, and an on-wrist skin temperature sensor, all powered by 6+ days of battery life. Paired with a free six-month trial of Fitbit PremiumTM, it can help you track key trends in your health and wellbeing, like heart rate variability (HRV), breathing rate, and SpO2 with the new Health Metrics dashboard.

Fitbit is also introducing Fitbit Versa 3TM , with exciting new health, fitness, and convenience features, including GPS and the addition of Google Assistant.

The new Dell XPS 17 makes its debut in India

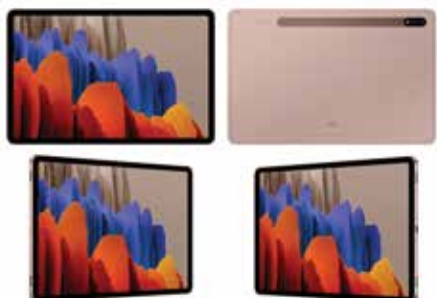The XPS 17 features the latest 10th Gen Intel® Core™i7 processors and up to NVIDIA GeForce GTXTM graphics. Its virtually borderless, 4-sided InfinityEdge display makes it smaller than 48% of 15-inch laptops available, putting the XPS 17 into a class of its own. Under the hood lies a unique thermal design equipped with GORE™ Thermal Insulation for increased fan airflow to fuel demanding projects. The XPS 17, made from two pieces of machined aluminium, is lightweight, yet strong, and durable for users on the move. 100% of the XPS enclosure is made through CNC (computer numerical control) machining process and Corning® Gorilla® Glass 6 is bonded to the aluminium to make it damage-resistant, durable, and elegant.

The XPS 17 is badged with Creator Edition on Dell.com to support hobbyists and creative enthusiasts. The optional 4K Ultra HD+ (3840 x 2400) resolution provides pinpoint accuracy, precise detail, and sharp images and immersive viewing experience. The Eyesafe® display technology helps reduce harmful blue light while maintaining vivid colors.

Samsung Launches Galaxy Tab S7 and Tab S7+ in India

Samsung, India's most trusted smartphone brand, announced the launch of Galaxy Tab S7 Series, which is loaded with tools to unleash your creativity, immerse you in entertainment and take your productivity to the next level. Galaxy Tab S7 comes with 11" display, while the Galaxy Tab S7+ comes with 12.4" display.

Packed with cutting-edge features and seamlessly integrated into the Galaxy ecosystem, the Galaxy Tab S7 and S7+ are built to support you in every pursuit—from work to play, and everything in between. Featuring a new-and-improved S Pen, a stunning display and a suite of creativity features, Galaxy Tab S7 and S7+ offer a vast canvas for bringing all your ideas to life.

"At Samsung, we believe in creating products that equip our consumers for an ever-changing world. In this era of the Next Normal, Galaxy Tab S7 and S7+ will help people find new ways to stay productive, connected and entertained through their day. The large immersive display and powerful processor coupled with the in box S Pen and new and improved DeX mode are designed to let consumers switch seamlessly between work and play," said Aditya Babbar, Director, Mobile Business, Samsung India.

We will have to vaccinate the whole planet:
Nandan Nilekani

Nandan Nilekani has never been afraid of dreaming big.

The billionaire founder of Infosys is sitting in his home office in Bangalore talking about the future of humanity.

The first step to ending the pandemic naturally is to develop an effective coronavirus vaccine, he says. But once one exists, how will it be rolled out globally? What technology will be required to ensure that everyone can benefit as quickly and equitably as possible – from the streets of big cities like London and New York to the remotest corners of India, Africa or the Amazon?

Nilekani – a business visionary who built Infosys from a two-man band into a global technology and outsourcing giant worth £40bn – believes he has the answer and that India's experience building a biometric identity card scheme for its population of 1.35bn offers lessons for the world.

"Effectively we will have to vaccinate the entire planet – so how do we reach everywhere? How do you make sure everyone is covered? This is about large-scale information management. Technology will have a supporting role."

Bespectacled and dressed in a blue shirt surrounded by books and paintings, this is vintage Nilekani, a business tycoon whose interests have always ranged far beyond the narrow world of software development where he built his $1.9bn (£1.4bn) fortune.

When he created Infosys in the Indian city of Pune in 1981 with just $250 of starting capital, its first office was the front room of his partner's home, Narayana Murthy – now the father-inlaw of Britain's Rishi Sunak, the Chancellor, who married Murthy's daughter, Akshata, in 2009.

Today, with 240,000 employees in 40 countries, Infosys has a blue-chip client list that includes many of the world's biggest companies – from HSBC to Goldman Sachs and Cisco Systems to Rio Tinto.

Scattered across the globe from Canary Wharf to Mumbai and Silicon valley, its global army of techies maintains a low profile but quietly runs many of the essential systems on which modern business relies – writing code, managing databases, providing back office services and manning call centres.

And yet Nilekani is less motivated by the business itself than the use of technology to solve big problems.

To tackle Covid-19 Nilekani, 65, believes what will be needed is a global biometric ID system to handle the digital immunity certificates required to determine who has been vaccinated and who is at risk.

Perhaps more than anyone else on the planet, Nilekani thinks he knows how this could be done. A passionate believer in the power of technology to accelerate India's development, after nearly 20 years co-founding and building Infosys as chief executive, in 2009 he left the group to become chairman of the Unique Identity Authority of India (UIDAI) – the nation's push to create a biometric ID scheme. Aadhaar, as it is known in India, has been called "the biggest social project on the planet".

With more than 1.2bn users – each one of whom has a unique ID authenticated by iris and fingerprint scans – it is used for everything from the disbursement of agricultural subsidies to healthcare benefits and financial services.

The Aadhaar scheme came into its own during the pandemic, he says. India's government used it to distribute emergency payments to hundreds of millions of people left unable to work during lockdown.

Now, as the world races to develop effective treatments and vaccines, Nilekani believes a similar scheme applied globally could help eradicate the pandemic.

He dismisses the view that Aadhaar shows India is moving in the same direction as China in its use of tech for surveillance and social control. "I don't think it's fair," he says. "I would not compare them."

Nilekani certainly doesn't seem like an authoritarian. A keen fan of Neil Young who eschews the flashy lifestyles of many Indian billionaires, he has had a unique career.

Born and raised in Bangalore, Nilekani and Murthy have arguably done more than any one else to build India's IT and outsourcing industry, a powerful engine of economic growth which now generates $191bn in annual revenues and employs 4m people.

During his five-year tenure as chief executive from 2002 to 2007, Infosys's revenue grew sixfold to $3bn as countless Western companies began outsourcing work to India and other low-cost countries. After nearly a decade spent outside Infosys, in which his family holds a 2.3pc stake, he returned as chairman in 2017 after a brief spell dabbling in Indian politics.

Married with two grown up children, who both studied at Yale University, he ran unsuccessfully for parliament in 2014 and wrote two books about the future of India and the role technology can play in improving governance and tackling corruption.

From his home in India's buzzing technology capital, Nilekani has been engaged in a fight of his own against the virus – helping oversee the response of India's most global and connected company.

Like other big companies Infosys was forced to adapt quickly to an extraordinary situation.

"It was all done in a matter of weeks and 99pc of people were able to work from home so it was very successful," he says. After weeks spent in lockdown, Nilekani says India's handling of the pandemic – while far from perfect – has stacked up well given its vast population and underfunded healthcare system.

"The number of cases is mounting," he says. "We are number three in the world today [in terms of cases], but I think for many reasons, perhaps a relatively youthful population, it's not quite as catastrophic as was painted when this all began." With 1.35bn people, India has so far recorded nearly 53,000 deaths. That is a tragic total, of course, but not so bad when compared with the UK, which with one-twentieth of the population has suffered over 41,000 deaths.

While Covid has been a colossal human tragedy, Nilekani believes the economic forces unleashed by the pandemic also represent a potentially vast business opportunity for India.

"I think in the US so many people are moving out of Silicon Valley to Austin, Texas or other centres where costs are lower and the quality of life is better. If you can have an employee in Boise, Idaho, why not in Bangalore? It's increased the comfort level about doing work from anywhere… Absolutely we are going to see a big ramp-up [in activity]."

That trend, combined with a booming domestic start-up scene in India, could offer a big boost to the country's technology industry, which has received a huge infusion of foreign cash in recent months, he claims.

Since the start of 2020, the biggest names in US tech have pumped $17bn into India – including $1bn from Amazon in January, $6bn from Facebook in April and $10bn from Google last month. So could the next Google or Facebook emerge from India? Nilekani demurs, but clearly believes it is possible. "You can never say never. If you had asked me four years ago if a Chinese company would come from nowhere and become so dominant as TikTok, I wouldn't have believed it."

One critical factor is the increasingly strict visa regimes being applied in the US and UK, which are becoming a growing obstacle for talented Indians.

He views them as a massive own goal. "Every second company in Silicon Valley has an Indian chief executive," he says, reeling off the likes of Microsoft's Satya Nadella and Google's Sundar Pichai. "The immigration of bright people to the US has played a big role in its economic vitality… If the US is no longer a magnet for such talent then that talent will stay at home and build businesses here… It's in the US's strategic interest to stay open."

Network As A Service Adoption To Accelerate By 38% Within The Next Two Years

Prakash Krishnamoorthy, Director, Aruba India

Businesses will experience profound changes as employees' transition to hybrid work environments following COVID-19, in turn changing the way IT teams procure and consume networking solutions. In response to the pandemic, IT leaders are now investing more in cloud-based and AI-powered networking technologies as business recovery plans take shape. That's according to a global survey of 2,400 IT decision-makers (ITDMs) commissioned by Aruba, a Hewlett Packard Enterprise company.

As IT leaders respond to the challenges associated with enabling a highly distributed workforce and the emergence of the hybrid workplace – with people needing to move seamlessly between working on campus, at home and on the road – they are looking to evolve their network infrastructure and shift away from CapEx investments towards solutions consumed 'as a service'. The average proportion of IT services consumed via subscription will accelerate by 72% in the next two years, from 64% of the total today to 82% in 2022, and the share of organizations that consume a majority (over 50%) of their IT solutions 'as a service' will increase by approximately 72% in that time.

"With the emergence of the hybrid workplace, IT leaders are being asked to deliver a delicate balance between flexibility, security and affordability at the edge," said, Prakash Krishnamoorthy, Director – Aruba India. "Every part of the workplace needs to evolve: the campus must be embedded with technology to support social distancing and contactless experiences, and the home office must offer enterprise-level connectivity, security and support. It's increasingly clear that, to support these new needs in a financially challenging environment, IT decision-makers are attracted to the reduced risk and cost advantages offered by a subscription model."

The report, which surveyed ITDMs in over 20 countries and eight key industries, looked at how they have responded to IT and business demands in the wake of COVID-19, what investment decisions are being made as a result, and the consumption models now being considered. A number of key findings stood out:

IMPACT OF COVID-19 HAS SIGNIFICANT IMPLICATIONS

ITDMs report that the impact of COVID-19 has been significant both on their employees and short-term network investments:

- 50% describing the impact on their employees as 'significant' (widespread furlough or layoffs), while 35% considered it 'moderate' (temporary reductions in some functions), and 15% 'low' (very few jobs impacted).
- ITDMs in India (57%) and Brazil (34%) were most likely to cite a significant impact on their employees, while those in Hong Kong (12%) and Mexico (10%) reported the least, highlighting a massive swing in experiences between regions.
- 77% said that investments in networking projects had been postponed or delayed since the onset of COVID-19, and 28% indicated that projects had been cancelled altogether.
- Project cancellations were highest in Sweden (59%) and lowest in Italy (11%), showing there are also significant disparities between countries within the same region, while 37% of ITDMs in education and 35% in hotels and hospitality globally said they have had to cancel network investments.

THE FUTURE IS BRIGHT: INVESTING FOR EMERGING NEEDS

By contrast, future plans are aggressive, with the vast majority of ITDMs planning to maintain or increase their networking investments in light of COVID-19, as they work to support the new needs of employees and customers. Along with which, ITDMs could increase its penetration at an ease with the increase in potential sectors and consumers.

- An astounding 38% globally will increase their investment in cloud-based networking, with 50% maintaining the same level, India market and 15% scaling back. The APAC region was the global leader with 45% stating increased investment in cloud-based networking, rising to 59% among ITDMs in India. With cloud solutions allowing for remote network management at large scale, these capabilities are particularly enticing for IT teams when being on-premises is not possible or challenging.
- ITDMs are also seeking improved tools for network monitoring and insight, with 34% globally planning to increase their investment in analytics and assurance, 48% indicating that they will maintain their level of investment and 15% reducing it. This allows IT organizations to troubleshoot and fine-tune the network more efficiently, as demands on it are augmented by a distributed workforce.
- There is also an emphasis on innovative technologies that simplify the lives of IT teams by automating repetitive tasks. We found 35% of ITDMs globally are planning to increase their investment in AI-based networking technologies, with the APAC region leading the charge at 44% (including 60% of ITDMs in India and 54% in Hong Kong).
- Anyhow Indian statistics shows a positive response in investing the emerging needs of the market under IT organisations for a better comeback on the networking investments.

ADOPTION OF NEW CONSUMPTION MODELS IS ACCELERATING

As ITDMs shape their investment plans, they are looking at alternative modes of consumption to achieve the best balance of value and flexibility.

- 55% globally say they will explore new subscription models for hardware and/or software, 20% managed services for turnkey hardware/software and 35% financial leasing – all as a result of the impact of COVID-19. This reflects the increased need for more financially flexible models in a challenging environment.
- Networking subscription models are more popular in APAC (61%) than in the Americas (52%) or EMEA (50%), and at a country level the highest demands are in Turkey (73%), India (70%) and China (65%).
- The industries that most likely to be considering the subscription model are hotels/hospitality (66%), technology and telecom (58%) and education (57%). The impact of COVID-19 on IT behavior has made the desire for flexibility and predictability in spending, while reducing risk from initial capital costs, greater than before. Well in India every industry is ready to do investments in the networking systems, because of the contactless work culture is promised.
- In stark contrast, just 8% globally plan to continue with only CapEx investments, though the proportion is higher in the Netherlands (20%), US (17%), Spain (16%) and France (15%). Across industries, 15% in retail, distribution and transport will continue to focus solely on CapEx investments, versus just 5% in IT, tech, education and telecoms, and 2% in hotels and hospitality.

"With the needs of customers and employees having changed so comprehensively in recent months, it's no surprise to see IT leaders seeking more flexible solutions. They are having to adapt fast and ensure that more complex, distributed networks can securely support the experiences users demand. The need for agility and flexibility in network management is now greater than ever", says Prakash Krishnamoorthy, Director – Aruba India.

While the pandemic has clearly negatively impacted ongoing projects, this research suggests it will also catalyze medium-term investment into advancing networking technologies, and a shift to more flexible models of consumption that limit up-front capital demands. Trends that were already taking hold will now accelerate, including the move to the Edge and the adoption of cloud-based and AI-driven intelligent networks.

Flipkart Wholesale To Digitally Transform Kiranas And Msme's In India

Adarsh Menon, Senior Vice President and Head, Flipkart Wholesale

On July 23, 2020, the Flipkart Group announced the launch of Flipkart Wholesale, a new one-stop digital marketplace aimed at transforming the kirana retail ecosystem in India by leveraging cutting-edge and locally developed technology. As part of this launch, the Group also announced the acquisition of 100% interest in Wal-Mart India Private Limited, which operates the Best Price cash-and-carry business, to leverage the strong wholesale capabilities of the company and enable growth and prosperity for kiranas and MSMEs.

Kiranas (neighbourhood general merchandise stories) and MSMEs (Micro, Small and Medium Enterprises) are the nerve centre of India's retail ecosystem. Flipkart Wholesale focuses on meeting the needs of these small businesses by providing them with a wide selection at significant value, powered by technology, to bring convenience and ease to their operations. With Flipkart Wholesale, these small businesses in grocery, general merchandise or fashion will have one-stop access to an extensive selection of products. Among the key offerings are attractive incentives, supplemented with data-driven recommendations for stock selection, delivered through a fast and reliable network to drive greater efficiencies and better margins. **Adarsh Menon, Senior Vice President and Head – Flipkart Wholesale,** has a long track record with multiple leadership roles at Flipkart. He is excited to be part of this new initiative that leverages the synergies between Flipkart and Walmart India as the Flipkart Group deepens its focus on transforming the wholesale experience for kiranas and MSMEs.

Excerpts from a Q&A

WHAT IS THE NEED GAP THAT FLIPKART WHOLESALE AIMS TO ADDRESS?

We are witnessing the coming of age of the retail space in India, and technology will be at the core of enabling growth and innovation — both in B2C and B2B. The Indian B2B market is large but with an antiquated distribution model. Today, 90% of commerce in India flows inefficiently through kiranas.

The current retail model proves to be a challenge, especially for small and mid-sized businesses. They have limited access to credit, inadequate product selection, and they withstand high leakages in margins. These MSMEs comprise approximately 85% of stores in our country. Neither current ways of working nor existing B2B companies can address their needs effectively at scale. With the strong capability within the Flipkart Group in B2B, we will focus on meeting the needs of kiranas and MSMEs by providing these small businesses a wide selection at significant value, powered by technology to make their lives easier.

HOW WILL FLIPKART WHOLESALE EMPOWER MSMES AND KIRANAS?

As a one-stop digital marketplace solution for the retail ecosystem, Flipkart Wholesale offers small businesses a wide selection of products at significant value. Our goal is to digitally transform kiranas and MSMEs by helping them grow faster, retain their customers, and improve their profitability.

We will achieve this in a number of ways. One is to enable ease of procurement. Flipkart Wholesale will help small businesses procure goods in varied categories, starting with Fashion. This will be accompanied by attractive schemes and incentives, supplemented with data-driven recommendations for stock selection, which will be delivered through a fast and reliable network aimed at driving greater efficiencies and better margins. Financial empowerment eases entry barriers and

other hurdles to doing business. Flipkart Wholesale customers will have access to an easy credit facility to manage cash flow, a wide range of Flipkart Assured quality products, simple and convenient order returns, and speedy product delivery directly to their shops with an easy order-tracking facility.

In addition, our customers will have access to micro-market level B2B and B2C insights from the Flipkart ecosystem to better understand customer demands specific to their area so that they can buy and sell the right products.

WHAT STRENGTHS IS THE NEW DIGITAL MARKETPLACE BRINGING TO THE CURRENT RETAIL SCENARIO IN INDIA?

The distribution model that serves India's MSMEs and kiranas remains largely outdated. Combining the expertise of Flipkart and Best Price, we have the opportunity to transform the B2B ecosystem with technology. Flipkart Wholesale will leverage Flipkart's strong homegrown technology capabilities, extensive leadership in the consumer e-commerce segment, and unique understanding of the industry in India. The business will also utilise the Flipkart Group's vast supply chain infrastructure to reach kiranas and MSMEs across the country. Flipkart Wholesale will draw on the strong merchandising experience of the Best Price team, its strong relationships with brands, deep DNA of servicing kiranas and 12+ years of experience in operating Best Price stores. This will provide invaluable insights and on-ground expertise to further develop and nurture a model that puts the needs of kiranas and MSMEs at the centre of Flipkart Wholesale's business.One of India's largest cash-and-carry businesses, Best Price currently supports more than 1.5 million members, including kiranas and other small businesses.

HOW CAN KIRANAS AND MSMES BECOME PART OF FLIPKART WHOLESALE?

Flipkart Wholesale is starting operations with the Fashion category where 95% of products will be sourced locally. The platform is currently available for fashion retailers, especially footwear and apparel, in Gurugram, Delhi and Bengaluru, and soon to Mumbai as well. By the end of 2020, Flipkart Wholesale will have three categories — fashion (apparel, footwear and accessories), home furnishing, and grocery — and we will expand to another 20 cities.

For kiranas and MSMEs, the onboarding process is quite easy and hassle-free. Business-owners can register through our website and download the Android app from Google PlayStore to follow a simple process to be onboarded where they will need to submit a few details and a proof of business — GSTIN, trade licence, shop and establishment licence, FSSAI registration, drug licence, Udhyog Aadhaar, etc.

It Was Quite Exciting Journey In South India & Srilanka, Now Taking Charge of Africa too

Ansar khan, Regional Manager, Africa Region, South India & Srilanka

Antec is one of the old timers in the PC Industry how was the journey for Antec?

Antec, Inc. is the global leader in high-performance computer components and accessories for the gaming, PC upgrade and Do-It-Yourself markets. Founded in 1986, Antec is recognized as a pioneer in the industry and has maintained its position as a worldwide market leader and international provider of quiet, efficient and innovative products. Antec has also achieved great success in the distribution channel, meeting the demands of quality-conscious system builders, VARs and integrators.

Antec is headquartered in Fremont, California, with additional offices in Rotterdam, The Netherlands, as well as in the UK, Germany, France, Spain, Italy, China and Taiwan. The company's products are sold in more than 40 countries throughout the world. Antec is firm on its commitment of VIP value, Innovation and perfection.

Antec milestone are a lot to describe and explain five as, we are the first company to introduce black case across the globe in the year 1991, Antec was the first to introduce Smart fan in the year 1992, Antec was the first power supply fan to regulate speed to temperature. we introduced data tank the world's first light weight external HDD/CD-ROM enclosure, in the year 1994, DIY market world's first consumers friendly color packing was done by us in the year 1998. True power introduced in the year 2001 with true output wattage by Antec. Sonata, the first PC case designed entirely for Quiet Computing in the year 2002. 2003 Antec invents the world first colored LED fans. 2004 Antec invents the World First Advanced Hybrid Cable Management for power supplies. 2006 Earth Watts, the first complete line of 80 PLUS® certified power supplies ,2008 Skeleton, the world's first open-air PC enclosure Signature Series, the first PC power supply with DC to DC voltage regulator modules and PWM fan technology. Antec has been awarded as the " BEST Power Supply" and " Best Cases" among the System Builders Choice Awards in USA and Canada in 2007 and 2008. 2009 Antec Wins Custom PC and bit-tech.net Award 2009 as "Global Best Chassis Manufacturer" 2011 Leading French Website Hardware. For Study, Recorded Antec achieved the World Wide Lowest Failure Rate of only 0.61%

We are known for quite, efficient and innovative products providers ,Antec endeavor to find a market to expand with a set of tools that is known best for its style and design, as for as Antec product profile concern we are happy the kind of response we get from each customer and respective regions we applause the same.

Similarly, you are also old timer in Antec, how did you start and where did you reach?

Just to update and share when we have started operations in India I am the first employ. It was a journey from scratch ground level from building strong reseller's, channel network work to gaming . In earlier stage we were focused on educating and connecting region specific activities with regional distributors with us. At that time, I was taking care of only south region and added other responsibilities of Srilanka over a period of time to expand brand Antec. It was striking hard call in the beginning to cope up with things and align all to promote brand. However over a period of time we started educating and building channels and customers trust all across. Promoting brand against the competition that was bigger task to us at that time.

The kind of work with loyalty and the trust established over the period of time in the company recently company has given me the additional regions to handle Africa to expand our horizontal growth .Earlier I was taking care as Regional Channel Manager to currently taking care of regions country specific as Regional Manager in the company. It was quite exciting journey and got an opportunity to work with different level of channel in each state, and different distributors. Definitely would like to thanks to my Senior Kevan Li-Business Head India, Subcontinent & MEA for continuous support and encouragement given during the entire period.

Currently, we have Acro Engineering Company as our National distributor one nation and one distributor policy in India.

Antec is a front runner when it comes to case designs, explain how different it's from other brands?

We've always known Antec to be a front runner when it comes to wacky case design starting from basic entry level, budget and higher end solution provider end to end. We have series of models base designs which not only stand for quality along with affordability and choice to choose the case based on ones requirements within their budget.

For example we have vast varieties of NX series cases more than 15 models which we call as affordability on gaming segment for gamers these not only expands to meet Indian consumer's front demand also meets spec, design, and catchy looks.

We have number of models in cases segment starting Value series, NX series, performance series, gaming series and DF series and Flux models etc.

What is F-LUX platform? – The definition of FLUX is flow luxury. The F-LUX platform is a new industry leading and highly efficient design by Antec featuring an advance case structure for excellent airflow combined with 5 x pre installed 120mm fans.

F-LUX platform adopt the design of a powerful ventilation system via the lower right side panel which pulls cooler air into the case through the lower PSU shord and then up to the main interior ; specially targeting your GPU.

Every model of Antec case is unique in style, design and features of its innovation.

From 3 decades Antec is known for top quality power supplies & cooling systems, tell us about the special features and models your brand provides?

Yes you are right, Antec is known for Quality. The new generation of power supplies crafted for quality, performance and incredible value to the customer owning our products. We are more consumers centric when it comes to our strength to develop hour of the need to fulfill the requirement in this segment.

We have number of series as per as PSU segment is concern starting from Atom to platinum based on customers requirement and budget one can choose the PSU all are continuous and true power and 80 plus standard.

In entry level we have Atom series which is region specific both V series performance power supply get quality product at an acceptable price and B series for better choice Bronze certified PSU's which comes with Circuit shield Industry grade protection OPP/OVP/UVP/SCP with 120MM salient fan, Flat cables, Thermal Manager-which is an Advance fan control for optimal heat and noise management, Active power factor correction (APFC) V series carry standard 2 years warranty and B Bronze series with standard 3 years warranty.

Followed by fastest moving series are VP PLUS series which comes with 80 plus certified with 5 years standard warranty with an affordable prices point. New generation power supplies crafted for quality, performance, and value saving energy through its high efficiency up to 85% of efficient and are 80 plus standard certified. So on Neo Eco series with bronze certified and yet Modular which we can also call as high efficient power supply solution with bronze certification and a quite 120mm fan, Japanese capacitors and universal input with APFC which gives you a cooler, quite system all powered by continuous power with an 88% efficient, advance hybrid cable management with 5 years warranty.

So on HCG (High current gamers) both Bronze and Gold series with different wattages there on EAG (Earth watts Gold) series , HCP Pro (High Current Pro) series and Antec Signature series with Platinum certification. We can fulfill from basic entry level PSU 350 wattage to 1300 wattages platinum series of power supplies in over all to meet the demand from market.

As for as Antec range of cooler front line concern we have both Air coolers and liquid coolers in the profile Air cooler have different series starting from A series which is for Optimal Inexpensive CPU cooling , C series High performance CPU

coolers .

Among top selling A30 'A' series model top the chart in air cooling segment due to its affordability ad performance which not only defeat heat created by processor and allow for improved operation. Designed for compatibility with leading desktop processor sockets, A30 supports Intel corei7 and AMD Sempron among others. The budget –friendly CPU cooler features a whisper –quiet 92mm LED fan and a large , aluminum heat fin structure with two embedded cooper heat pipes, allowing your CPU to cool of efficiently. Customer can choose different models from A30 to C400 Glacial white.

Secondly in liquid cooling segment we have three series namely 1) Antec Kuhler H20 K Series- All in One CPU Cooler – Colorful Tranquility 2) Antec Mercury Series-Upgraded & Engineered for Performance,

3) Antec Neptune Series – All-in-One ARGB Liquid CPU Cooler .

we get quite decent revenues from Neptune series which is an Advanced All-in-One ARGB Liquid CPU Cooler, Unique ARGB LED-Lit Design, The Advanced Integration of the Water Pump and Radiator,0.28 mm wall thickness.,16.8 Million ARGB Light Effects, ARGB LED-Lit PWM Fan-Cool your CPU with highly efficient dissipation of heat and light shows,PTFE-Coated Tubing Technology-PTFE tubing reduces liquid loss. It also resists corrosion and aging, Double protection-Preventing any leakage.

How do you evaluate the growing market of Gaming in India?

The gaming industry in India right now is at its peak than ever; 3Game titles like PUBG, Valorant, Counter Strike Global Offensive, and Dota 2 have seen a massive daily active user base. To thrive this audience with a competitive edge we have also seen an increasing demand in our product range. Indian online gaming industry is growing at an exponential rate year upon year, and is expected to be worth $1.1 billion by 2021, according to Google-KMPG. It's predicted the growth around 30% YOY till 2023. Expect more competition in- line for future in India and subcontinent markets.

India seems to be fast entering into manufacturing of IT & Electronic products, how do you see the future of Make in India?

It's a very good initiative take by government of India, As per the top 10 countries by share of global manufacturing output in 2018 china has 28.4% US has 16.6% Japan has 7.2% Germany has 5.8% South Korea3.3% and followed by India 3% so we stand at six place .However by the growing population in India which involves maximum youth here is rising demand in every electronics import is surpass the oil imports which is not good sign for our country in terms of revenue and economy. However the policy making factor and implementation play a vital role to attract investment to manufacturing segment. The practical yet economical approach need a revolutionary movement to reach at the global map, which definitely happen with R&D and huge investments cost too. I feel with triple PPP formulae patience , persistence ,perseverance make one to believe

things will role on. Desire every Indian need to feel make and accountable to make in India.

What kind of plans you have for the channel community in the near future?

Channel community need to identify the need of the hour to fulfill the demand. Not only which comes from one particular vertical end users rather different vertical especially the gaming segment, where the communities on social platform are stronger compare to earlier days. Which not only need to maintain technical aspect clear to understand their requirements and also need solutions end to end .The only way to meet the success formula to update ourselves time to time get connected with right audience and core groups of focused areas. Implementation, of healthy practices, by fulfilling channel commitments with customers takes us to build trust and greater success.

We have initiated so many schemes and offers, tied up, all across the channel communities during the period not only established strong bonding also kept trust to grow and win situation. Among the schemes five are like Bali bonanza, Andaman trip, Tashkent trip, Krabi island trip etc give all a winning edge.

Our product are not only limited to gaming a part from that there is a huge scope in other vertical like too especially corporate ,SMB/SME, Video editors, Datacenters , R&D centers, Household higher end computing, Gaming enthusiast etc. we ensure that every channel community who does business has a reasonable profits .

Pulse Telesystems Launches Complete Telecom Solutions for Homes In ECR Area; Aims Addressing High-End Homes

Hiroshan, Director, Technical Pulse Telesystems

Chennai: Chennai based Pulse Telesystems, a leader in the enterprise telecom market for close to two decades in Internet service as well as Internet Telephony Service is gearing up for the changing demands and trends. The internet provider, who is also into other segments including cloud telephony, data, and voice and AI connectivity is keen on exploring select pockets of various cities where internet services are in high demand. Hiroshan, Director -Technical Pulse Telesystems, says rather than focussing on the mass-consumption market, they have identified select-areas of high-end residences where the customer has not much of a choice for an experienced/ professional service provider. "As a first-launch, we had tried East Coast Road (ECR), a locality in Chennai, a high-end corridor of the state which houses many educated and tech-savvy users. The initial response to our broadband services has been very positive since the customers are convinced that we do not only have a very robust telecom infrastructure but also have the required skill sets to meet the demands of tech-savvy homes.

He also further said, along with broadband, Pulse Telesystems is providing value-added services like CCTV, Voice calling,Wi-Fi, etc, with the internet to provide a complete telecom solution.

Speaking on the latest trends in the enterprise-level, Hiroshan says, the new normal had made many organizations rethink the way they were consuming bandwidth. "We have to accept the fact that due to this situation, many organizations are have adopted the model of remote workplaces as they have found ways to work without having to be physically present in the office. However, we cannot brush aside the fact that many industries still prefer working from physical office spaces", he said. Stating the example of the media and entertainment vertical, Hiroshan states, "They [media companies] work in a highly-secure environment. In this digital era, a small compromise might lead to a total loss of their entire investments."

Pulse Telesystems, to address the growing demand of remote offices or work from a home model, has already adapted to this reality by fine-tuning their Virtual Private Network(VPN) solution, so that organizations can ensure that their employees can work remotely in a secure environment and at the same time having seamless access to the organization network.To complement this service, Pulse is also making use of this opportunity by beefing up its voice solutions and reaching out across to

a new clientele.

Network security:

According to Hiroshan, cybersecurity awareness has increased in recent days. "Security is vital these days and part of the work environment. We see organizations do not consider it as an additional expense, but a part-and-parcel of their regular investment." "We are noticing security is discussed at the ground-level and security will be a basic element while selecting any internet providers".

He goes on to add that moving forward, there could be a trend where small-sized companies/ start ups, may not find it viable to operate out of a physical office of their own, so this will lead them to start functioning out of co-working spaces.

Plans ahead:

Pulse Telesystems is bullish on the new broadband avenues. "Despite our rates being slightly higher, the response which we had received from the customers in the ECR market is great. We will be coming up with new areas, where customers have limited choice for a quality service provider, there by leading to good demand in the broadband segment for consumers. On the enterprise segment, we are keen on increasing the depth of penetration in a phased manner while voice services will be one area where we will be looking at a pan-India reach out", he concluded.

Adobe & NASSCOM FutureSkills Announce Partnership to build Experience Design Skills

Adobe India and NASSCOM FutureSkills have jointly announced the launch of the UX foundation program recognized by Sector Skills Council, NASSCOM. The program is available on NASSCOM's FutureSkills platform at no cost to all its 300,000 subscribers. In its pilot phase, it is aimed at skilling and reskilling students and professionals by 2021 to meet the industry demand for one of the fastest growing creative disciplines – User Experience Design. Cognizant is the industry partner in this initiative to mandate skilling of new / existing workforce.

The program aims to bridge the gap between industry and academia. Due to lack of supply of skilled workforce, companies may hire under-qualified workers to conduct their UX business. Other times, UX design jobs take a long time to fill, leading to lost productivity. The expanding digital landscape, especially in today's environment calls for a compelling need for products and services fueling the demand for skilled UX designers for future of jobs. Adobe XD is embedded into the curriculum and this learner journey on UX will serve as a critical resource to help close the skill gap for one of the fastest growing creative disciplines – UX design.

The content has been designed by Adobe to enable students to develop skills and for the industry workforce to upskill & re-skill the increasing the talent pool in India.

Mala Sharma, VP & GM, Creative Cloud Product Marketing & Community and Digital Media Education at Adobe said, "Adobe is the global leader in creativity – a critical skill for the future workforce. I believe that students from all fields must make creativity and creative story telling a critical skill as part of their Digital Literacy. Given India's significant skills potential – and especially in digital skills, I am excited for today's launch of UX curriculum on the NASSCOM Future Skills platform as a great example of our commitment to helping India leverage this opportunity. I can't wait to see students get certified and go on to having impact in their careers and businesses meet their critical talent needs as a result."

Expressing his thoughts on the partnership, **Amit Aggarwal, CEO IT-ITES Sector Skill Council NASSCOM & Co-Architect, NASSCOM FutureSkills** said "We envision to make India a global hub for digital talent and our partnership with Adobe is a significant step in that direction. User experience designers are among the most in-demand job roles today. The fact that we spend hours every day on our mobile device says a lot about how prominent the role of a UX designer is going to become. It is imperative for students and professionals keen to have a career in Experience Design to build their foundation on this most sought after skill."

Prakash Balasubramanian, Global Delivery Head Interactive, Cognizant, said, "Differentiating experiences are a key driver of competitive advantage and economic value in this age of disruptive technological change and constantly evolving expectations. Designing unique experiences has therefore become a core skill to realize the full potential of digital technologies, a skill that also sets students and professionals apart in the marketplace. This commendable initiative by NASSCOM and Adobe will expand and deepen India's talent pool in experience transformation. Cognizant is pleased to be associated with the initiative and bring its global exposure and expertise in experience design to help scale and broaden the program."

Adobe & NASSCOM Future Skills plan to expand the scope to add more creative programs focused on skill development in partnership with Industry and academia in the future.

TAIT's Inspiring efforts during lockdown

India is one of the world's worst hit countries in the coronavirus pandemic. The country's lockdown began in late march and was subsequently extended several times. Stringent restrictions halted most economic activities and Mumbai being financial capital of India, Trade of Mumbai based IT partners was hurt badly.

To mitigate psychological and the economic fallout, Trade Association of Information Technology, popularly known as TAIT across India worked relentlessly for their members for every aspects of business. Entire TAIT Board, through various calls and messaging, kept motivating and encouraging members and coordinating amongst them for any of the issues that needs to be attended. This was backed by Conducting several webinars which were need of the time, and kept focus of members on converting this lockdown period into growth opportunity.

Such efforts by any association is unique and worth applause by entire trade. TAIT is running it's 25th year of foundation and such rich traditions are cultivated by their leaders year after year.

It would be worthwhile to have a look at the list of leaders who served so far as TAIT presidents since its formation- Atul Mehta (Founder President), Saurin Shah, Umang Mehta, Pravin Dhoka, Late Anees Khalfay, Ketan Patel, Girish Rathod, Champak Gurjar, Rushabh Shah, Parag Shah, K. Chaube and currently being Presided by Samir Parekh

The best part is every subsequent team so far has time to time acknowledged the efforts and contribution of their seniors and take advise from them without any hesitation. This noteworthy though non-documented tradition of seeking advise and standing with current team naturally takes any organization to greater heights.

During lockdown TAIT arranged session on "How to use LockDown time Sensibly for Growth". This was conducted by Satish Villait, who is also a TAIT member and was moderated by TAIT General Secretary Viren Bavishi, was very well attended by members and some of the non-members too. It was a real dope to convert threat of lockdown to big opportunity.

Also, arranged was Session on Tips and tricks for Cyber security. This was conducted by none other than well known cyber security expert Sachin Dedhia. This was initiated by TAIT Director Pravin Dhoka who was continuously and extensively engaged in relief work for needy under various banner, also spared time for TAIT members activity. Was attended by hundreds of members and non-members from across the country and many requests were received for providing recording of the event which is available on youtube now.

While entire trade community was in dilemma of coping up with their business losses and on the other hand taking care of their staffs well-being and also paying them necessary remuneration, it was necessary to also know the legal angle of Paying Salaries and other provisions during lockdown.

Without fail, TAIT arranged a session on "Labour Laws", Focusing on Salaries during lockdown. This was very well conducted by eminent labour law practitioner Aniket Shelar. TAIT treasurer Samir Mehta initiated this activity, Which was again very well attended from across Maharashtra. Aniket Shelar responded to every single query patiently to the satisfaction of all the Members. This session too was moderated by TAIT General Secretary Viren Bavishi who set the agenda of the discussion and made sure that every doubts were covered including Salries, ESIC, Insurance for employees and other provisions. As follow up actions, all new provisions or relaxations are being updated and informed to members.