

# CELL IT

REACH SOUTH INDIA

## TECHNOLOGY NEWS MAGAZINE

Andhra Pradesh | Telangana | Tamilnadu | Pondicherry | Karnataka | Kerala  
Vol-15 Issue-08, Krishna, March - 2021, Pages-16, ₹40/-

Advertise in [www.cellit.in](http://www.cellit.in)

Promote Your Business Online

REACH  
COMPUTER  
MOBILE  
CCTV  
ELECTRONIC  
DEALERS

[contact@cellit.co.in](mailto:contact@cellit.co.in)

## Western Digital®



# BECAUSE IT'S NOT JUST VIDEO. IT'S INSIGHT.

## Surveillance solutions from edge to core



### AN UNMATCHED SURVEILLANCE OPTIMIZED PORTFOLIO

Western Digital has edge-to-core solutions fine-tuned for the unique demands of surveillance, so you can capture, store and analyze data with technology that adapts to new innovations.

[wd.com/edge-to-core](http://wd.com/edge-to-core)

\*Supported on WD Purple 4TB, 8TB & 10TB capacities only

Western Digital, WD and the WD logo are registered trademarks in the U.S. and other countries; WD Purple and AllFrame 4K™ are trademarks of Western Digital Technologies, Inc. Other marks may be mentioned herein that belong to other companies. Pictures shown may vary from actual product. Not all products may be available in all regions of the world. All product and packaging specifications subject to change without notice.

© 2019 Western Digital Corporation or its affiliates. All rights reserved.

# India Wearables Market Sees Triple-digit Growth in 2020

The India wearables market posted a remarkable 144.3% year-over-year (YoY) growth in 2020, exiting 2020 with 36.4 million unit shipments, according to the recent data from the International Data Corporation's Worldwide Quarterly Wearable Device Tracker. India was the only country in the



top 20 to see triple-digit growth in wearables in 2020 and continues to be the third-largest wearables market globally. This growth was majorly driven

by the increasing acceptance of earwear devices and upgrades to watches from wrist bands, both recording their highest annual shipments in 2020. Earwear device shipments grew more than three-fold in 2020 compared to the previous year, mainly driven by the affordable launches, and expanding use cases beyond entertainment like virtual meetings and e-learning requirements. Truly Wireless Stereo (TWS) devices were the top gainer seeing a tenfold increase with shipments totaling 11.3 million units in 2020.

"Hearables became one of the most sought-after electronic categories in 2020. The newer version of hearables are much better in managing the increased audio usages and improved aesthetic

and design also made them the trendsetter," says Anisha Dumbre, Market Analyst, IDC India. She further adds, "TWS category saw the much-needed price corrections with several vendors launching devices at more affordable price points leading to the drop in the average selling price of TWS to \$45 in 2020 from \$110 in 2019."

4Q20 (Oct-Dec 2020) recorded the biggest quarter for wearables in India, maintaining triple-digit growth. Overall, vendors shipped 15.2 million units in 4Q20, growing 198.2% YoY. This was the first quarter when shipments of watches crossed the one million mark as vendors shipped 1.3 million units during the quarter. Noise's Colorfit pro-2, Realme watch, Apple's watch series 6, and new launches from Amazfit provided this strong growth for watches in 4Q20.

## Product Category Highlights: 2020

Wristbands declined by 34.3% YoY in 2020 since peaking in 2019 as the year ended with 3.3-million-unit shipments. After the introduction of wrist bands into the Indian market, 2020 has been the first year when the category reported a decline. The increasing popularity of watches at similar price points to that of wristbands is the main factor of the decline of wristbands. With 46.7% of the share, Xiaomi continued to lead the category in 2020. Realme, which entered the segment in 2020 finished second with a 12.3% category share.

Watches grew significantly as demand for wrist bands declined during the year. Watches saw a

139.3% YoY growth with 2.6-million-unit shipments in 2020. Noise led the watch category with a 24.5% share in 2020 followed by Realme with a 15.7% share in the year. Smartwatches, which can run third-party applications on the device itself, accounted for a 24.5% share in the watch category, and Apple continues to lead the smartwatch category with a 51.0% share in 2020.

The Earwear category accounted for 83.6% of the overall wearable market share to hit 30.4 million unit shipments in 2020. BoAt emerged as the biggest player in the category, accounting for one-third of the category shipments. Samsung with its portfolio including JBL, Harman Kardon, Infinity finished second with a 14.5% share in 2020. BoAt also led the TWS segment with a 24.6% share, followed by Realme with a 13.5% share in 2020.

Commenting on the outlook of the Indian wearables market, Jaipal Singh, Associate Research Manager, Client Devices, IDC India said, "2020 was a year of transition in the audio segment from wired to wireless devices. In 2021, this category will further migrate to more sophisticated devices with enhanced audio experience being the central theme for all vendors." He further notes, "The high cost associated with wearable watches is not much of a challenge anymore. Also, the watch form factor is now seen as more appealing to the consumers, and vendors will leverage this shift by further expanding their watches portfolio in coming quarters".

India Wearables market, Product Categories, Market Share, Year-over-Year Growth 2020 (Shipments are in thousands of units)

Product Category	2020 Shipments	2020 Market Share	2019 Shipments	2019 Market Share	Year-over-Year unit change (2020 vs 2019)
1. Earwear	30,405	83.6%	8,484	57.0%	258.4%
2. Wrist Band	3,343	9.2%	5,086	34.1%	-34.3%
3. Watch	2,640	7.3%	1,103	7.4%	139.3%
4. Other	0	0.0%	223	1.5%	-89.8%
Total	36,388	100%	14,896	100%	144.3%

Source: IDC Worldwide Quarterly Wearable Device Tracker, March 2021

India Wearables market, Product Categories, Market Share, Year-over-Year Growth 4Q20 (Shipments are in thousands of units)

Product Category	4Q20 Shipments	4Q20 Market Share	4Q19 Shipments	4Q19 Market Share	Year-over-Year unit change (4Q20 vs 4Q19)
1. Earwear	12,977	85.4%	3,234	63.5%	301.3%
2. Wrist Band	882	5.8%	1,445	28.4%	-39.0%
3. Watch	1,333	8.8%	350	6.9%	280.7%
4. Other	0	0.0%	65	1.3%	0.0%
Total	15,192	100%	5,094	100%	198.2%

Source: IDC Worldwide Quarterly Wearable Device Tracker, March 2021



**NEW**  
**INK TANK PRINTERS**  
With Features You Deserve



**brother**  
at your side

**Models Available In Ink Tank Series**



**Print | Scan | Copy**  
**DCP-T220**

- Super low cost • Simple UI
- Inbox BK: 7500 pages & CMY: 5000 pages each



**Print | Scan | Copy**  
**DCP-T420W**

- Super low cost • Simple UI
- Wireless & mobile printing
- Inbox BK: 7500 pages & CMY: 5000 pages each



**Print | Scan | Copy**  
**DCP-T520W**

- Wireless printing
- Mobile printing
- Inbox BK: 15000 pages & CMY: 5000 pages each



**Print | Scan | Copy**  
**DCP-T820DW**

- Wired/Wireless printing
- Duplex printing
- 20-sheet Auto Document Feeder
- 80-sheet multi-purpose tray
- Inbox BK: 15000 pages & CMY: 5000 pages each



**Print | Scan | Copy | Fax**  
**MFC-T920DW**

- Wired/Wireless printing • Duplex printing
- 20-sheet Auto Document Feeder
- 80-sheet multi-purpose tray
- 18-inch LCD screen
- Inbox BK: 15000 pages & CMY: 5000 pages each

\*Features specified above may vary by models

Call: 1-800-222-422 | 1-800-209-8904

[www.brother.in](http://www.brother.in)

FOR SALES ENQUIRIES : VIJAYAWADA - Pramod Bhaskaran - 8008143220 / Venkata Prasad Davu - 9490901317 VISAKHAPATNAM - Bukka Bala Murali Krishna - 9705758414

**ACTONA**  
Home of Your Complete IT Need

**IMPORTER OF  
KEYBOARD  
FOR YOUR  
LAPTOP**

Special Price for Bulk Dealers  
Keyboard available for all type of Laptops



All  
India  
Delivery



Call us for Special Price  
**+91-981 033 1781**

**Aggarwal Computronix Pvt. Ltd.**  
305 A, 3rd Floor, Skylark Building,  
Nehru Place, Delhi 110019



Whatsapp at +91-9810331781, +91-9540581797



Aggarwal Computronix



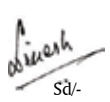
Aggarwalcomputronix

**FORM IV**

Statement about ownership and other particulars about newspaper CELL IT to be published in the first issue every year after the last day of February.

1. Place of publication	: VIJAYAWADA
2. Periodicity of its publication	: Monthly
3. Printer's Name	: DINESH SHYAM SUKHA
Nationality	: INDIAN
Address	: 54-20/3-11, PLOT NO.3, GURUNANAK COLONY, VIJAYAWADA-520008
4. Publisher's Name	: DINESH SHYAM SUKHA
Nationality	: INDIAN
Address	: 54-20/3-11, PLOT NO.3, GURUNANAK COLONY, VIJAYAWADA-520008
5. Editor's Name	: DINESH SHYAM SUKHA
Nationality	: INDIAN
Address	: 54-20/3-11, PLOT NO.3, GURUNANAK COLONY, VIJAYAWADA-520008
6. Names and addresses of individuals who own the newspaper and partners or shareholders holding More than one per cent of the total capital.	: DINESH SHYAM SUKHA

I, **DINESH SHYAM SUKHA**, hereby declare that the particulars given above are true to the best of my knowledge and belief.

  
 Sd/-  
 Signature of Publisher

Date : 1-3-2021

## EDITORIAL

EDITOR: Dinesh Shyam Sukha  
 CO-ORDINATOR : Siddhi  
 PRODUCTION & OPERATION: Ramayya  
 POSTAGE & PACKING: L.N.Rao  
 ADVERTISING SALES: V.K.Gupta  
 DESIGN : Dikshit  
 CREATIVE DESIGNER: MKVS  
 ACCOUNTS: Murthy

MAGAZINE CUSTOMER SERVICE: info@cellit.co.in  
 Ads: press@cellit.co.in  
 contact@cellit.co.in, 9246402144

NOTE:  
 All products, brands, service names mentioned may be trademarks of their respective owners



# Improved Growth for Global AI Market in 2021

Worldwide revenues for the artificial intelligence (AI) market, including software, hardware, and services, are forecast to grow 16.4% year over year in 2021 to \$327.5 billion, according to the latest release of the International Data Corporation (IDC) Worldwide Semiannual Artificial Intelligence Tracker. By 2024, the market is expected to break the \$500 billion mark with a five-year compound annual growth rate (CAGR) of 17.5% and total revenues reaching an impressive \$554.3 billion.

Among the three technology categories, software represented 88% of the total AI market revenues in 2020. However, it is the slowest growing category with a five-year CAGR of 17.3%. Within the AI software category, AI Applications took the largest share of revenue at 50% in 2020. In terms of growth, the AI Software Platforms market is forecast to be the strongest with a five-year CAGR of 32.7%. The slowest will be AI System Infrastructure Software with a five-year CAGR of 13.7% while accounting for roughly 36% of AI software revenues. Within the AI Applications market, AI ERM is expected to grow slightly stronger than AI CRM over the next five years.

"AI is becoming ubiquitous across all the functional areas of a business. Advancements in Machine Learning, Conversational AI, and Computer Vision AI are at the forefront of AI software innovations, architecting converged business and IT process optimizations, predictions and recommendations, and enabling transformative customer and employee experiences."

The AI Services category grew slower than the overall AI market with 13% annual revenue growth in 2020. However, it is forecast to grow

17.4% year over year in 2021, outperforming the overall AI market by approximately 1%. Its five-year CAGR is expected to be 18.4% with revenues reaching \$37.9 billion by 2024. This technology category breaks down into two market segments: IT Services and Business Services. IT Services is the larger of the two, accounting for nearly 80% of all AI Services revenues. From a growth perspective, IT Services for AI tends to grow faster than Business Services for AI except for 2024, where Business Services for AI is forecast to perform slightly higher than both IT Services for AI and the overall AI Services market.

"Though the pandemic interrupted the momentum of worldwide AI services market growth, enterprise demand for AI capabilities to support business resiliency and augment human productivity sustained double-digit expansion in 2020, even as other discretionary projects experienced delays," said Jennifer Hamel, research manager, Analytics and Intelligent Automation Services. "Client demand for technical expertise to develop, implement, and manage AI applications drives IT services expansion, while increasing adoption of AI-enabled automation within business processes boosts spending on business services."

The latest release of the AI Tracker covers a total of 160 vendor companies in the AI Services market. Under IT Services for AI, the Top 3 companies in 1H 2020 were IBM, Accenture, and Infosys. These were the only companies to bring in more than \$500 million in IT Services for AI revenues and their combined share of the market was 28%. Beyond the Top 3, 13 other companies generated more than \$100 million each during the same

period. In the Business Services for AI market, there were only four companies – Ernst & Young, PwC, Deloitte, and Booz Allen Hamilton – that generated revenues of more than \$100 million in 1H 2020. Overall, the competitive landscape in both services markets for AI is a highly fragmented one where players from across the services value chain continue to invest in technology assets, innovation resources, and expertise in applying AI to solve industry- and domain-specific problems for clients.

The AI hardware market is the smallest category with approximately 5% share of overall AI revenues in 2020. The share is forecast to increase slightly in 2021 at the expense of AI Software. The AI Server market grew faster than the AI Storage market in 2020, but these results are expected to the reverse in 2021 when AI Storage is forecast to grow 31.8% year over year compared to 26.4% for the AI Server market. By 2024, AI Hardware is forecast to be a \$30.5 billion market with AI Servers representing an 82% revenue share.

In terms of 1H 2020 vendor share, the top companies in the AI Server market were (in alphabetical order) Dell, HPE, Huawei, IBM, Inspur, and Lenovo. Each of these companies brought in more than \$250 million in 1H 2020 and collectively these 6 companies accounted for 58% of the market, while 30% went to ODMs. While the number of vendor companies tracked in each market is the same, the competitive landscape of AI Server market is more fragmented than the AI Storage market, where the Top 3 companies accounted for 49% market share in 1H 2020.



*Congratulation  
to the*

**WINNERS OF**

 **LAPCARE®**  
Expect More Explore More

**NEW YEAR  
DHAMAKA  
OFFER**

**DEC-2020 to FEB 2021**

**Thank you all  
for your overwhelming  
participation**

**Rx Infotech P Ltd**  
Authorised Distributor of Lapcare  
sales@rxinfotech.in



 8800736969  
[www.facebook.com/lapcareworld](https://www.facebook.com/lapcareworld)  
Toll Free : 1800 120 0852

**Lapcare India P Limited**  
1201-1208, 12th Floor, Puri Business HUB,  
Sector - 81, Faridabad - 121004, Haryana  
Enquiries at [customercare@lapcare.com](mailto:customercare@lapcare.com)



# The Union Cabinet Approves PLI Scheme for IT Hardware

After the success of Production Linked Incentive Scheme in bringing investments in mobile phone (handsets and components) manufacturing, the Union Cabinet chaired by the Prime Minister, Shri Narendra Modi



has approved the Production Linked Incentive (PLI) Scheme for IT hardware products. The

target IT hardware segments under the proposed Scheme include **Laptops, Tablets, All-in-One Personal Computers (PCs) and Servers.**

The scheme proposes production linked incentive to boost domestic manufacturing and attract large investments in the value chain of these IT Hardware products.

PLI scheme for Mobile Phones and Specified Electronic Components was launched last year during the middle of pandemic to establish India as a hub of electronic manufacturing. It has been a huge success in terms of interest received from Global as well as Domestic Mobile Manufacturing companies. 16 companies were approved under the first round of the PLI Scheme for Large Scale Manufacturing of Mobile Phones and Specified Electronic Components.

The scheme was announced in April, 2020; last date for application was 31st July, 2020 and the scheme commenced on 01.08.2020. All this happened during the most challenging times of COVID19, when the economy and manufacturing was under severe stress. In the last 5 months of scheme operation and despite challenging times, the applicant companies, including top global mobile phone companies, have produced goods worth ~INR 35,000 crore and invested ~INR 1,300 crore under the Scheme. Additional employment generation during this period stands at around 22,000 jobs. Another scheme for promoting manufacturing of electronics components called SPECS has also received 22 applications involving investment of about INR 13,500 crore in the areas of active, passive and electromechanical components; displays and mechanics for mobile phones.

Based on initial success of the PLI Scheme for Mobile Phones and Specified Electronic Com-

ponents, 10 target sectors along with specific product lines having high growth potential were identified by NITI Aayog for implementation of PLI Schemes. PLI Scheme for IT Hardware is a further step in that direction. It comes in close wake of Production Linked Incentive (PLI) Scheme for Telecom and Networking Products that was approved by Union Cabinet last week. The total cost of the PLI Scheme for IT Hardware is approximately INR 7,350 crore (Rupees Seven Thousand Three Hundred Fifty Crore Only) over 4 years.

The Scheme shall extend incentives between 4% to 10% on net incremental sales (over base year i.e. 2019-20) of goods manufactured in India and covered under the target segment, to eligible companies, for a period of four (4) years.

The proposed scheme is likely to benefit major global as well as domestic manufacturers of IT hardware products namely Laptops, Tablets, All-in-One PCs, and Servers. This is an important segment to promote manufacturing as there is huge import reliance for these items at present. PLI Scheme is conceived in a manner that incentives are payable by government only after investment has been done, employment has been generated, production and sales targets have been met.

## Benefits:

The scheme will enhance the development of electronics ecosystem in the country. India will be well positioned as a global hub for Electronics System Design and Manufacturing (ESDM) on account of integration with global value chains, thereby becoming a destination for IT hardware exports.

- Over the next 4 years, the Scheme is expected to lead to total production of upto INR 3,26,000 crore (INR 3.26 lakh crore) by these 5 Global Champions and 10 National Champions.
- It is equally heartening to note that the scheme is also expected to boost exports significantly. Out of the total production in the next 4 years, more than 75% are expected to be exports of the order of INR 2,45,000 crore.
- The Scheme will bring an additional investment in electronics manufacturing to the tune of INR 2,700 crore.
- The direct and indirect revenues generated from production under this scheme are expected to be INR 15,760 crore over next 4 years.

• Domestic value addition for IT Hardware is expected to rise to 20% – 25% by 2025 from the current 5% – 10% due to the impetus provided by the Scheme. Increase in both domestic manufacturing and domestic value addition will help significantly reduce the large foreign exchange outgo that India will have to otherwise bear.

• It is expected that the scheme would lead to large scale electronics manufacturing in the country and open tremendous employment opportunities. The scheme has a potential to generate over 1,80,000 jobs (direct and indirect) over 4 years.

• The scheme will promote large scale electronics manufacturing of IT Hardware products and contribute significantly to achieving a USD 1 Trillion digital economy and a USD 5 Trillion GDP by 2025.

## Background:

The vision of National Policy on Electronics 2019 notified on 25.02.2019 is to position India as a global hub for Electronics System Design and Manufacturing (ESDM) by encouraging and driving capabilities in the country for developing core components, including chipsets, and creating an enabling environment for the industry to compete globally.

Currently, the laptop and tablet demand in India is largely met through imports valued at ₹ 29,470 crore (USD 4.21 billion) and at ₹ 2,870 crore (USD 0.41 billion) respectively. The market for IT Hardware is dominated by 6-7 companies globally which account for about 70% of the world's market share. These companies are able to exploit large economies of scale to compete in global markets. It is imperative that these companies expand their operations in India and make it a major destination for manufacturing of IT Hardware.

Given the current global scenario, the world of manufacturing is undergoing a paradigm shift. Manufacturing companies across the globe are looking to diversify their manufacturing locations to mitigate the risk involved in depending on a single market.

PLI Schemes will help in making India a globally competitive destination for electronics manufacturing and create domestic champions to further our mission of achieving an AtmaNirbhar Bharat.

## Amazon will begin manufacturing Fire TV Sticks in partnership with Cloud Network Technology

Amazon said it will begin manufacturing Amazon Devices, including Fire TV sticks, in Chennai later



this year in partnership with Foxconn's subsidiary, Cloud Network Technology. "This is the first Amazon manufacturing line in India, reiterating our commitment to the Govern-

ment of India's 'Make in India' for an Atmanirbhar Bharat. "The device manufacturing programme will be able to produce hundreds of thousands of Fire TV Stick devices (for video streaming) every year,

catering to the demands of customers in India," Amazon said in a blogpost. While it did not share details of the capacity or investment for the project, Amazon said it will continuously evaluate scaling capacity to additional marketplaces/cities depending on the domestic demand.

Amit Agarwal, global senior vice-president and country head at Amazon India, shared the information with Minister for Communications, Electronics and Information Technology Ravi Shankar Prasad. "India is an attractive investment destination and is poised to become a major player in the global supply chain in the electronics and IT products industry. Our government's decision to

launch a production-linked incentive (PLI) scheme has received a tremendous response globally," Prasad said.

He added that Amazon's decision to set up a manufacturing line in Chennai is a welcome move, and it will enhance domestic production capacities and create jobs as well. "This will further our mission of creating an Atmanirbhar Bharat which is digitally empowered," Prasad further stated.

The minister also put out a series of tweets about the virtual discussion and said he had asked Amazon India to help in taking products made by Indian artisans and Ayurvedic products to global markets through its platform.





NO.1 MOTHERBOARD BRAND



# ASUS Z590 SERIES POWER TO THE CORE

## AI Overclocking

Unleashes the full potential of the CPU by utilizing onboard intelligence to expertly tune frequency and voltage. With quick and reliable results, it eliminates the painstaking, time-consuming manual tuning process.

## AI Cooling

Balances the thermals and acoustics of your build with a single click. The proprietary algorithm reduces unnecessary system noise by monitoring CPU temperatures and dynamically adjusting fans to the optimal speeds.

## AI Networking

Optimizes networking performance by allocating bandwidth in real time based on application usage scenarios and corresponding learning algorithms.

## Two-Way AI Noise Cancellation

Leverages a massive deep-learning database to reduce over 500 million types of background noise from the microphone and incoming audio, ensuring you can hear and be heard with crystal clarity while gaming or in calls.



WiFi 6E

\*Specifications vary by model

THE BEST MOTHERBOARD BRAND – BEST-SELLING, EASY TO USE, STABLE, TRUSTED

ASUS

## ASUS Representatives:

AP / Telangana: 9652998785  
Bangalore: 8123596011

Chennai: 9094003141  
Delhi: 9310604085

Gujarat: 9833329721  
Kerala: 9745111198

Mumbai: 9833329721  
Madhya Pradesh: 9833329721

Rest of Maharashtra: 9890288528  
West Bengal: 9836040976

[www.asus.in](http://www.asus.in) | Toll Free No. 1800-2090-365

For Sales Enquiries : [vijendra\\_sharma@asus.com](mailto:vijendra_sharma@asus.com)  
For feedback, email [reachus@asus.com](mailto:reachus@asus.com) or [info\\_india@asus.com](mailto:info_india@asus.com)

# Potential for the defence industry

2020 was a tough year for the industry, filled with challenges and unprecedented circumstances not seen in nearly 100 years. The Covid-19 pandemic has been a great leveller, affecting everyone, regardless of organisational parameters including size, maturity, geographical locations or individual parameters including age, gender, race and



country of residence. Thankfully, with the availability of vaccine, the new year has begun on a hopeful note.

Throughout the pandemic, the Indian industry has shown tremendous resilience, unwavering resolve and commitment towards collectively meeting the challenge on account of Covid-19. Even when several industries had to shut down their manufacturing plants, due to the lockdown restrictions, they were quick to offer their resources, when given the opportunity, for manufacturing of critical Covid-19 related medical items.

The pandemic also brought with it a 'new normal', especially the virtual interactions and events to stay in touch, discussions, firm up strategies and policy reforms. Not just the industry, but the Government also was quick to adapt to this mode of engagement. For example, during the first week of the lockdown, CII and SIDM were able to organise a direct interaction for the defence industry with the leadership in the Ministry of Defence, with Dr Ajay Kumar, Defence Secretary, as chair. The objective of this interaction was to highlight the potential challenges that the industry was likely to face and solutions needed to ease the situation.

I am happy to share that despite the pandemic, the Indian defence sector has progressed well, helped by the several mitigation measures such as release of payments that were due, granting Force Majeure benefits irrespective of contracts including / excluding specific clause, extension in dates of submission of industry responses to RFPs / RFIs / EOIs etc., deferment of interest payments on existing loans, extending credit lines to MSMEs, relaxation in application of Insolvency Law and multiple policy initiatives taken by the Ministry of Defence.

With proactive and industry-friendly policies including the Revised Public Procurement (Preference for Make in India) Order, 2017, visionary Defence Production and Export Promotion Policy (draft), Negative List for Imports, and Procedures – Defence Acquisition Procedure 2020, Defence Procurement manual 2020 (draft), tax incentivisation (lower tax rates for new manufacturing companies), labour reforms and reform in sizeably decriminalising the Company Law, in quick succession, the Government and MoD have provided the required support as well as impetus not only to sustain the domestic defence industry in the short term but also sustain it in the long run by facilitating exports and hand-holding for exploring external markets.

In September 2020, the MoD released the long awaited and updated version of DPP 2016, now referred to as the Defence Acquisition Procedure (DAP) 2020. DAP 2020 introduces comprehensive structural and organizational changes in the ecosystem to target and accelerate acquisition and delivery of projects.

The number of procurement categories has also been increased to encourage greater participation of the Indian industry and attract foreign companies to manufacture equipment in India.

In addition, the level of indigenous content has been increased by 10% across all categories, to promote the Indian industry. The most notable part of the DAP 2020 evolution was the total involvement of stakeholders including the industry in the consultative process as well as reviews of the draft documents to shape a policy assuring ease of doing business.

One of the most notable policy initiatives of the MoD in 2020 was the publication of a list of 101 defence items that were prohibited to be imported. This list comprised not just simple parts but also hi-tech weapon systems and platforms such as artillery guns, assault rifles, conventional submarines, corvettes, sonar systems, shipborne cruise missiles, light transport aircraft, LCHs, radars and many other major items to fulfil the needs of our Defence Services. This move shall provide great impetus for the growth of the Indian defence sector and is expected to garner orders worth about Rs 4 lakh crore for the domestic industry within the next six to seven years.

We are also very enthused with the MoD policy for carving out a share of the defence budget for the domestic industry. Hon'ble Raksha Mantri ji announced allocation of Rs 52,000 crores for domestic industry for FY 2020-21 out of Rs 1,12,000 crores of defence capital budget, i.e., nearly half. Recent announcements – such as Defence Acquisitions Council (DAC) having accorded approval for schemes worth Rs 38,000 crores with a major part for Indian industry, and also Cabinet Committee on Security (CCS) approval for signing a contract for indigenously designed LCA aircrafts – reflect the Government's resolve for "Atmanirbhar Bharat" through creation of tierised Defence industry to develop a self-reliant Military- Industrial Complex with strategic choice of action, at will.

The MoD's policy changes have been aimed at facilitating the ease of doing business in India and ensuring that we soon become a leading destination for defence manufacturing. To further foster the sustenance and growth of the domestic defence sector, the MoD has taken concrete actions to promote defence exports on multiple fronts. The export promotion webinar series is one such example wherein the Department of Defence Production encouraged 25 country-specific webinars to be organised so that the industry can understand the defence requirements of other countries and identify potential business opportunities.

The easing of FDI regulations and introduction of Buy (Global – Manufacture in India) in DAP 2020 are invitation for the global defence OEMs to participate in the Indian defence industry by

setting up manufacturing facilities on their own or partnering with the Indian companies through JV or technology agreements and thus progress towards 'Make in India for the World'.

These policy initiatives taken by the MoD over the past year are testimony that indigenisation and self-reliance are not just buzz words. The Government has taken conscious decisions to make them a reality.

Though there is still a long way to go, the Indian defence industry has proven its mettle. Despite the sector having opened up to the private industry only in 2001, the private sector has shown excellent growth. It has evolved from being component and subsystem manufacturers to designing and building complete Solutions, System of Systems and Platforms.

Indian private defence manufacturers have also done quite well in respect of defence exports. According to data published by the DDP, in April 2020, the vast majority of defence export approvals have been secured by India's private sector. The data also show that the private sector's exports have strongly grown in recent years. For instance, in FY 2019-20, India's private sector was attributed with 93% of defence export approvals in terms of value, while the remainder was secured by DPSUs. Also, the export performance by India has been spectacular having grown 15-16 times over the past 6-7 years.

The Indian defence industry ecosystem is fast evolving. Before the pandemic hit, the DDP had set a target of Rs 90,000 crores for the defence sector for FY 2020-21. This was considered a very achievable target, when budgeted; however, as we all know, Covid-19 interrupted this momentum. Nevertheless, there have been clear indications that the industry is gradually bouncing back on its feet.

The defence industry has a lot to look forward to in the new year as we shall see the actual effects of the path-breaking policy changes. The MoD is also expected to soon publish the Defence Procurement Manual (DPM) 2020 which is a governing document for revenue procurement that is served by a very large spectrum of Defence industry, especially MSME.

Apart from this, Budget 2021-22 promises to be a gamechanger. We hope the Government shall make a significant increase to the defence budget and the indigenous industry allocations in order to ensure that the three Services have sufficient funds for procurement and upgradation of equipment.. Besides being favourable for the growth of the Indian defence industry, this will enhance our Armed Force's trust on indigenous industry to provide differentiated products that serve as force multipliers in their hands.

The pandemic and the recent border skirmishes along our Northern frontiers have invariably demonstrated the need for indigenously designed and developed defence equipment to ensure national security.

With the collective effort of the Government, Armed Forces and the industry serving as the 6th arm of Defence, I am certain we shall create new history, not only for tiding over this pandemic but to march ahead on the path of self-reliance.



## Acer India opens its biggest Flagship Experience Store in Bengaluru



Acer India launched India's biggest swanky new Flagship Acer Mall experience store in Koramangala, Bengaluru. The store is part of the brand's retail strategy to allow its customers to experience the entire array of product portfolios with dedicated gaming, lifestyle and all other product segments. Store also features the extraordinary Predator Thronos gaming cave for the ultimate immersive gaming experience.

The store offers premium retail experience as well as exceptional service to its customers with complete demo zones and dedicated gaming experience center. The world class Acer Mall experience center offers consumers the option to interact and get a firsthand feel of some of the most advanced PC and lifestyle products ranging from laptops to air-purifiers.

Acer is planning to open over 200 stores in India by this year with product experience zones, highly trained staff and multiple ownership schemes like No Cost EMI, long-term warranty and accidental damage protection along with a range of exciting offers. As a brand Acer is moving towards a lifestyle technology company offering a range of products which helps consumers live a healthier, smarter and more connected life.

## K7 Computing launches K7 Ultimate Security lifetime validity Antivirus

K7 Computing has recently launched K7 Ultimate Security Infiniti Edition that gives the customer lifetime validity for up to 5 devices. K7 Ultimate Security Infiniti Edition has launched to celebrate the company entering its 30th year of operations.

The Infiniti Edition is available only for a month and to the first 50,000 customers worldwide at a special price of Rs. 3,999 excluding tax.

J Kesavardhanan, Founder and CEO of K7 Computing, said "K7 Computing has been harnessing the latest technology to fight cyber threats for 3 decades. Our single-minded mission to keep you and your loved ones safe is exemplified by the many awards we have won and the 25 million users across 100 countries who trust us. We have launched the K7 Ultimate Security Infiniti Edition to protect your family for a lifetime because your enduring peace of mind has always been, and always will be, our priority."

## Robustness of NSE's Technology Infrastructure – February 24<sup>th</sup> incident



**A: Technology is very critical in providing a stable and reliable platform for operating the market successfully and NSE has always given this dedicated focus and attention on multiple fronts as under:**

- NSE has a robust, resilient, secure and fault tolerant technology infrastructure supported by best in class equipment from vendors like Cisco, HP, Dell, Hitachi, Checkpoint, Palo Alto, Oracle etc. and aided by able technology service providers like TCS, Cognizant, Wipro etc. Further, NSE has a strong technology governance process in place wherein the technology infrastructure is reviewed on a regular basis by committees like Standing Committee on Technology which has technology experts and also multiple types of audits by various firms/institutions with specialized expertise.
- NSE invests heavily in its technology infrastructure on a continuous basis and over the last 3-4 years, NSE has almost tripled its annual cash spend on capital and operational expenses on technology to approximately 900 crores with a strong technology workforce of approximately 1500 plus people (employees and vendor staff).
- Multiple transformational projects have been completed and are ongoing to ensure that our systems continue to be robust, resilient, secure and state of the art.
- NSE is the largest derivatives exchange in the world by volumes and it has a demonstrated track record of handling significantly high vol-

umes despite a challenging external environment over the last one year due to the pandemic without any impact on trading. Equity and equity derivatives segments' daily average volumes have gone up by 122% and 79% respectively in 2021 compared to 2019. Average order messages per day have gone up by about 200% during the period across all segments with a peak load of over 6.5 billion order messages in a day. Further, NSE and NSE Clearing have also implemented multiple structural changes over the last two years like interoperability in a seamless manner.

- NSE constantly endeavours to provide a glitch free environment. However, the complex technology architecture has significant external and vendor dependencies in terms of connectivity and hardware. It is pertinent to note that globally, in the last two years, there have been trading outages in many markets such as Australia, New Zealand, Japan, Germany and UK.

**B: With respect to the incident that occurred on February 24, 2021, NSE wishes to reiterate the following:**

- NSE has multiple telecom links with two service providers to ensure redundancy and we received communication of instability of the links from both the service providers.
- While there was no impact on the trading system, the instability of telecom links mentioned above resulted in an impact to the online risk management system of NSE Clearing and other systems. Critical systems such as the risk management system are configured with redundancies such that there is no single point of failure.
- Given that the online risk management system was unavailable, market functioning could not continue normally on NSE and hence had to be shut down. NSE informed market participants around 11:30am that trading on NSE will close at 11:40am.
- Post shut down of trading on NSE, we con-

sidered all the available alternatives on hand including invocation of DR to decide on the course of action that would bring up the market at the earliest with least disruption to market participants and post evaluation, a decision was taken to bring up the systems at the primary site. NSE regularly tests its DR readiness in line with SEBI regulations wherein quarterly drills are conducted and live trading sessions from DR site are conducted twice a year.

- NSE was continuously working on resolution of the problem and once the same was resolved, NSE made an announcement with respect to re-opening of the markets to its members at 3:17pm. This communication was done only after there was visibility and clarity on resumption of services and any prior communication would not have been appropriate.
- Trading shut down and re-open were done after giving due notice to the market. In order to ensure orderly opening of the market, all outstanding orders were cancelled and a pre-open session was conducted to discover re-open price and then the markets were opened. It is important to note that there was no impact on trades executed before the market shut down at 11:40am. The process followed is as per international best practices.
- NSE was in close contact with SEBI and keeping them updated of developments.
- NSE is awaiting detailed root cause analysis from our vendors regarding this incident.

**C: NSE greatly appreciates the support and guidance provided by all stakeholders including the government, SEBI, our trading members and other market intermediaries and is committed to continuing to provide a robust and stable platform for the markets to develop. We take our responsibility very seriously and strive to continuously learn and improve. We sincerely regret the occurrence of the incident on February 24, 2021.**

## HP Inc. to Acquire HyperX

HP Inc. announced a definitive agreement to acquire HyperX, the gaming division of Kingston Technology Company. The acquisition supports HP's strategy to drive growth in its Personal Systems business, where gaming and peripherals are attractive segments. HyperX's award-winning product portfolio spans a range of gaming peripherals, including headsets, keyboards, mice, mouse pads, USB microphones, and console accessories.

"HyperX is a leader in peripherals whose technology is trusted by gamers around the world and we're thrilled to welcome their outstand-

ing team to the HP family," said Enrique Lores, President and CEO, HP Inc. "We continue to advance our leadership in Personal Systems by modernizing compute experiences and expanding into valuable adjacencies. We see significant opportunities in the large and growing peripherals market, and the addition of HyperX to our portfolio will drive new sources of innovation and growth for our business."

PC gaming continues to be one of the most popular forms of video gaming, with the PC hardware industry anticipated to be worth \$70 billion by 2023. The global peripherals market is expected to grow to \$12.2 billion by 2024, with gaming peripherals representing a disproportionate share of this growth.

## VAIO introduces its customer care helpline in India

VAIO introduces its customer care helpline in India. Reassuring patrons of its proactive approach and round the clock services, VAIO's customer support is a toll-free helpline (1800-103-9635) and will be available 24x7 at the convenience of the clients pan India.

The latest toll-free support initiative indicates the relentless efforts of VAIO to connect with its customers and presents a helpful front to cater to its customers to resolve all concerns related to maintenance and product information. Tending to software as well as hardware glitches, the laptop-owners can now directly reach out to the customer support and smoothly sail through any

mild/grave issues in context to the VAIO models. Projecting a customer-centric approach and delivering the best of all worlds to the patrons, the brand endeavors to become the go-to name in the Indian market.

With a spirit of ingenuity, unique design, and technological advancements, the brand reintroduced itself to the Indian market recently and is only making it easier for the customers and tech-buffs to swoon over the Japanese craftsmanship and expertise. Leveling up the tech-game in the country and offering modern-day digital collaboration with technology, VAIO is retracing its way back and creating an upward spiral of growth for itself while inspiring others in the same league.

## Polycab's Telecom business unit has launches the whole range of end-to-end passive networking

Polycab India Ltd. is all geared up to continually



bring in the finest practices to design and build networks for seamless connectivity and the best of experiences for the users. Polycab's Telecom business unit has launched the

whole range of end-to-end passive networking for organizations – public and private – in India. As a next-generation wireless technology, 5G would bring in low latency, ultra-high-speed data-rate, huge data-traffic and connection-density, thereby creating a need for a rapid and structured roll-out of optical fiber cables in India. With a single OEM-strategy for electrical and passive networking solutions under one brand, Polycab creates a strong national sentiment and aligns perfectly with the essence of Indian government's initiatives like Make-in-India and Aatmanirbhar Bharat.

"We stand staunchly committed to play the role of a partner and contribute sizably to our national missions like Aatmanirbhar Bharat, Make in India and Digital India, by being an integrated and single source provider of power and passive networking solutions," says, **Inder T. Jaisinghani**, Chairman & Managing Director, Polycab India Ltd. Inder T. Jaisinghani further added, "In today's digital era of power and data emerging as complementary assets, we've brought together the offerings to evolve as a stronger and more capable, single-source manufacturer and provider of power and data-solutions."

## Ingram Micro India signs distribution agreement with Numeric, expands Power Systems portfolio

Ingram Micro India announced that it has signed a distribution agreement with Numeric, a market leader in UPS technology. Part of the Legrand group, Numeric is one of the top 3 UPS brands in the country with over 35 years of expertise and 28 years of consistent leadership in the Li and 1P UPS categories.

Numeric's UPS line includes a broad range of power backup systems ranging from 600 VA to 21 MW. The products are available across Line Interactive, Single Phase, Three Phase UPS for residential, commercial and industrial needs. Numeric has built a credible customer base spread across different segments like IT/ITES, Data centers, Healthcare, Infrastructure, BFSI, Manufacturing and Retail. Numeric

has the distinction of having the largest service infrastructures in the industry with 255 direct service centers and 1200 service professionals.

**Sanjay Achawal**, Executive Director, Consumer & Commercial Business, Ingram Micro India said, "Digitization and automation of business processes



require a reliable power source for smooth operations, and this is driving demand for UPS technology in India. Moreover, we are seeing increased interest on the consumer side as well due to the shift to work from home and e-learning. With the addition of the Numeric to our Power Systems portfolio, we are able to offer our partners

and customers the full spectrum of UPS solutions to keep their businesses and homes running without any interruptions."

Welcoming Ingram Micro India on board as the new National Distributor, **Palash Nandy**, CEO, Numeric



said "Being leaders in the UPS category, we have always placed a strong emphasis on distribution channel growth. We are certain that this association of two leaders would bring a lot of value to the partners and customers of Numeric and Ingram Micro India. We look forward to uninterrupted growth opportunities for all stakeholders."

## GajShield Infotech Appoints SEA Infonet as Their Value-added Distributor

GajShield Infotech, a leading Data Security Firewall solution provider with a global presence, has appointed SEA Infonet Pvt. Ltd., as their value-added distributor for India.

This strategic association between GajShield and SEA Infonet will help GajShield in further penetrating the markets and expanding their reach to more businesses that can benefit from data security solutions.



**Sonit Jain**, CEO – GajShield Infotech, said, "Our association with SEA Infonet is sure to bring in the much-needed value add that we've been seeking in India. Through this partnership, we will be able to reach out to potential clients more easily. We aim to make the best use of the best capabilities of both the companies for boosting our businesses."

**Biswajeet Saha**, Director – SEA Infonet Pvt. Ltd. said, "Our strength lies in the fact that we have very good penetration in the Indian market, and over two decades of loyalty that are backed by a very experienced sales, pre-sales, and post-sales team. Our association with GajShield will bring out the best of both the companies and we're looking forward to a long-term association."



## Fujitsu and RIKEN Complete Joint Development of Japan's Fugaku, the World's Fastest Supercomputer

Fugaku is Japan's supercomputer that has been developed as a core system for the innovative High-Performance Computing Infrastructure (HPCI) promoted by Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT).

In 2014, RIKEN and Fujitsu began joint development of Fugaku and completed delivery of all racks in May 2020. Since then, they have developed and optimized the user environment in preparation for the commencement of shared use.

In the meantime, Fugaku has claimed the world's

top spot for two consecutive terms in June and November 2020 in four categories on the major high-performance computer rankings: the TOP500, HPCG, HPL-AI, as well as the Graph 500, and has been used on a trial basis under the "Program for Promoting Research on the Supercomputer Fugaku", "research projects aimed to combat COVID-19", etc. since April 2020. In these trials, two projects, "Study on Large-Scale Numerical Fluid Simulation" and "Largest Ever Meteorological Calculation" have already been selected as the ACM Gordon Bell Prize finalists. In addition, research on "Prediction and Countermeasures for Infection by Virus Contaminated Droplet in Indoor Environment" has led to changes in people's lifestyles, and Fugaku is already making steady progress toward becoming a key technological platform for science and for building Society 5.0.



## Hewlett Packard Enterprise Advances Edge Leadership with HPE SimpliVity

Hewlett Packard Enterprise announced enhancements to HPE SimpliVity for the enterprise edge, including advancements in data protection with native backup to cloud and centralized backup for compliance. Additionally, HPE is announcing support for containers to run cloud-native applications at the edge, and drive business transformation. New capabilities include:

Kubernetes CSI Plugin for HPE SimpliVity provides streamlined management and resilient, all-in-one hyperconverged infrastructure (HCI) to run both container and virtual machine (VM) workloads on a unified platform at the edge

HPE SimpliVity enhanced integration with HPE StoreOnce protects distributed edge sites with automated, app-aware policies to easily and effi-

ciently replicate apps and data directly to a centralized HPE StoreOnce appliance for compliance and long-term retention

"If you're a retail company or a business with many stores and locations, I would highly recommend HPE SimpliVity for your branch offices and warehouses," said Aleh Sadaunichy, Infrastructure Solutions Architect, Staples Solutions. "The simplicity, scalability, reliability, transcendent speed, and the ease of the restores are why we choose this product. The comprehensive data protection capabilities that include native backup to public cloud are very compelling."

Organizations are witnessing unprecedented application and data growth at the edge, creating new opportunities to extract value from data by running applications and processing data locally. They are also bringing new, cloud-native applications to the edge, while still supporting existing virtualized applications at edge sites.

## Qualcomm Redefining Wireless Audio with Launch of Qualcomm Snapdragon Sound

Qualcomm Technologies International, Ltd. today announced Qualcomm® Snapdragon Sound™ technology, an optimized chain of



audio innovations and software designed to provide seamless, immersive audio in, and across, devices including smartphones, wireless earbuds and headsets. Snapdragon Sound is designed to provide a superior sound experience for consumers while listening to streaming music, communicating on the phone, or wirelessly gaming. To coincide with this launch, Amazon Music and Qualcomm Technologies also announced a curated Snapdragon Sound Playlist.

"The human ear is highly sensitive to glitches,

latencies and other challenges which commonly occur when streaming music, video conferencing, or gaming over wireless connections. By focusing end-to-end, we are looking to deliver innovations to solve common consumer pain-points across virtually all audio interaction points," said James Chapman, vice president and general manager, Voice, Music and Wearables, Qualcomm Technologies International, Ltd. "Qualcomm Technologies is uniquely positioned to provide tremendous value to customers with Snapdragon Sound and help them quickly commercialize products differentiated by great sound quality. Our system-level approach aggregates multiple technologies and the latest products from across our mobile and audio platform portfolios to achieve our vision of delivering high-resolution, wired quality audio, wirelessly."

## MediaTek's MT9638 4K Smart TV Chip Ushers in a New Era of AI-Enabled Interactive Multimedia Experiences

MediaTek announced its new 4K smart TV chip, the MT9638, with an integrated high-perfor-



mance AI processing unit (APU). MT9638 supports cutting-edge AI-enhancement technologies such as AI super res-

olution, AI picture quality and AI voice assistants, plus variable refresh rate (VRR) and MEMC (motion estimation and motion compensation) so graphics appear smoother. With its high performance processing for optimized visual quality, MT9638 gives global TV makers premium features to design competitive 4K smart TVs. MediaTek's premium TV chip technologies are designed to enhance the user experience with our custom APU that brings high-performance AI computing to smart TVs. With built-in AI picture quality technology, the chip enables real-time content and scene recognition, automatically adjusting color saturation, brightness, sharpness, dynamic motion compensation and smart noise reduction to improve overall image quality. MediaTek's AI super resolution technology, combined with the company's MEMC technology, intelligently upscales resolution through multi-frame blending to deliver clearer images at the smart TV's native resolution.

## AMD Unveils AMD Radeon RX 6700 XT Graphics Card

AMD introduced the AMD Radeon RX 6700 XT graphics card, providing exceptional performance, stunningly vivid visuals and advanced software features to redefine 1440p resolution gaming.



Representing the cutting edge of engineering and design, AMD Radeon RX 6700 XT graphics cards harness breakthrough AMD RDNA 2 gaming architecture, 96MB of high-performance AMD Infinity Cache, 12GB of high-speed GDDR6 memory, AMD Smart Access Memory1 and other advanced technologies to meet the ever-increasing demands of modern games. Delivering up to 2X higher gaming performance in select titles1 with amazing new features compared to the current installed base of older-generation graphics cards and providing more than 165 FPS in select esports titles2, the AMD Radeon RX 6700 XT graphics card pushes the limits of gaming by enabling incredible, high-refresh 1440p performance and breathtaking visual fidelity.

"Modern games are more demanding than ever, requiring increasing levels of computing horsepower to deliver the breathtaking, immersive experiences gamers expect," said Scott Herkelman, corporate vice president and general manager, Graphics Business Unit at AMD. "The AMD Radeon RX 6700 XT graphics card hits the sweet spot for 1440p gaming. For most gamers still playing on three-to-four-year-old graphics cards.

# Intel Launches SSD for Everyday Computing, Mainstream Gaming

Building on Intel's Memory and Storage 2020 event in December, Intel is launching the Intel® Solid State Drive (SSD) 670p, a 144-layer quad-level cell (QLC)-based client SSD.



"The Intel SSD 670p is based on our 144-Layer QLC 3D NAND with 128 gigabytes per die and provides up to two times better read performance, 38% better random read performance and up to 50% better latency over our previous generation SSDs. By offering peak performance, capacities up to 2 terabytes, and improved reliability, the Intel SSD 670p is the

ideal storage solution for thin-and-light laptops." –Rob Crooke, Intel senior vice president and general manager of the NAND Products and Solutions Group

Developed using the latest QLC technology, the Intel SSD 670p is equipped with capacity of up to 2 terabytes in a single drive, offering tremendous value for everyday computing needs, as well as mainstream gaming. Compared with the previous generation Intel® QLC 3D NAND SSD, the 670p offers improved performance, including 2X sequential read and a 20% endurance update. Tuned for low queue depth and mixed workloads to meet the demands of today's most common computing needs, Intel's newest client drive offers the right balance of performance, cost and power

## SanDisk, a subsidiary of Western Digital has announced two new high performance external SSDs

SanDisk, a subsidiary of Western Digital



has announced two new high performance external SSDs for the Indian market, namely the Extreme Portable SSD and Extreme PRO Portable SSD. They feature durable and shock-resistant designs, and they offer speeds up to 2000MB/s for reads and writes.

The Extreme Portable and Extreme PRO Portable SSDs are designed to meet the high-speed storage needs for professional photographers, videographers and enthusiasts. The Extreme Portable features up to 1050MB/s read and up to 1000MB/s write speeds, while the Extreme PRO Portable SSD features up to 2000MB/s read and up to 2000MB/s write speeds. For data security, they feature built-in 256-bit AES hardware encryption and password protection.

## Now Capture, Create and Connect with the new Kingston Workflow Station

Taking a leap ahead in its credo of empowering users to manage and store data, Kingston Technology, a world leader of memory products and technology solutions, today announced the launch Kingston's Workflow Station and Readers in India. Targeting the new age content



creators and photographers, Kingston's Workflow Station and Readers give users the freedom to create and customize a file offload setup that fits their needs allowing them to transfer video, photos, and audio from multiple sources at once really fast.

The new Kingston Workflow Station and Readers provide a flexible system to transfer video, photos, and audio from multiple sources at once.

It supports USB 3.2 speeds which get you to your post-production process faster than ever. Now instead of wasting your valuable time just transmitting files, you can use it for creating compelling content. You can go from recording to post-production within a short time with the new Workflow Station. It enables you to expedite your post-production workflow and create a file offload setup that fits your needs.

## Acer launches Acer Aspire 7 gaming laptop – India's first laptop powered by AMD Ryzen™ 5000 Series Mobile Processors, on Flipkart

Acer India has unveiled its new Aspire 7 gaming laptop, powered by the much-awaited AMD Ryzen™ 5000 Series Mobile Processor. With the AMD "Zen 3" core architecture and industry leading 7nm process technology, the Aspire 7 will be available on India's homegrown e-commerce marketplace Flipkart and Acer online brand store. Acer's new Aspire 7 gaming laptop boasts AMD's latest generation mobile processor and NVIDIA GeForce GTX™ 1650 GPU graphics which will help gamers get the most out of the 15.6" screen with a large screen-to-body



ratio. The new Aspire 7 is designed as a powerful, well-rounded laptop with minimalist designs, ideal for gamers who particularly care about performance, display quality, weight, and battery life at an affordable price. The Aspire 7 is all about delivering users with everything necessary to express themselves and their passions.

With innovation at its core, Acer goes the extra mile to ensure its gaming machines offer the right design and power for the best gaming experience. With the latest AMD Ryzen™ Mobile Processors powering the Aspire 7 gaming laptop, gamers now have more features packed in sleek design to lift their gaming experience to a whole new level with the right amount of specifications and value price point.

## JBL Announces New Editions of its Most Beloved Speakers- Boombox 2, Go 3 and Clip 4 in India

Exciting news for those who enjoy powerful and portable sound as JBL has launched the latest versions of its most popular speakers – JBL Boombox 2, JBL Go 3 and JBL Clip 4 in India. Each speaker will offer distinct features and upgrades from their last version, along with JBL's legendary sound loved by consumers all over the world. All three products are now available on leading online and retail outlets across India. The all-new JBL Go 3 is packaged in a stylish yet



compact new form with great sound and long lasting battery that made it a universal favorite of young music enthusiasts. JBL Clip 4 speaker features a rugged, waterproof & dustproof design along with a vibrant fresh look for the adventure lovers who like to carry a compact and powerful sound everywhere they go. The party essential JBL Boombox 2 packs a solid punch with 24 hours of playtime and monstrous bass. The loudest Boombox ever also comes with JBL PartyBoost feature to create an even bigger sound by connecting other compatible JBL speakers.

## HP Pavilion 13, 14 and 15 laptops with 11th Gen processors launched in India

HP launched their new Pavilion 13, Pavilion 14 and Pavilion 15 series of laptops for India, featured with a narrow bezel design, Intel's latest 11th gen Core processors with the option of either an integrated GPU or dedicated NVIDIA GPUs. HP said that these are the company's first consumer notebook range that uses post-consumer-recycled and ocean-bound plastics.



All three laptops have a 3D seamless metal chassis, giving them a sleek, clean look and feel. The displays have three-sided micro edge bezels; the Pavilion 13 offers Full HD screens, while the Pavilion 14 and Pavilion 15 offers both HD and Full HD options. The keyboards are edge-to-edge, the trackpad has been made larger and HP offers the option of having a fingerprint sensor.

The laptop series have been updated to the Intel 11th Gen Core processor, and for the GPU, the Pavilion 13 offers the Intel's Iris Xe integrated GPU option while the Pavilion 14 and Pavilion 15 can be configured with an NVIDIA GeForce MX450. Rated battery life for the three laptops will range between 8.5 to 8.75 hours, and they all feature support for Wi-Fi 6.



## Chairman Lee leads D-Link in forming strategic partnerships to seize business opportunities amidst current global market uncertainties



D-Link Corporation's chairman John Lee recently talked about his plans to lead D-Link in forming strategic partnerships to seize business opportunities amidst current global market uncertainties, and shared his thoughts on company outlook and future goals.

### D-Link's Key Factors for Seizing Business Opportunities

- Form a top global research team specialized

in the development of high-speed RF transmission, artificial intelligence (AI) and Cloud computing, Cloud platform interface, software, and manufacturing systems integration with 5G technology.

- Establish a strategic purchasing facility and form strategic partnerships with supply chain vendors (such as manufacturers of chipsets, power supply, and antennas) to build a manageable and closely-knit supply chain infrastructure.
- Develop supply chain and manufacturing partnerships across Taiwan, China, India, and Russia to fulfill the needs of various markets across the globe.
- Strategically collaborate with ODM and Taiwanese manufacturing allies to build mutually beneficial partnerships.

### D-Link's Outlook and Future Goals

- Goal: Double operational growth within 3 to 5 years with annual revenue of \$1 billion (USD).

- Vision: Make network connectivity as simple, convenient, and safe as possible.

- Mission: Deliver quality networking solutions at affordable prices to connect people and things across the globe.

- For 2021: Accelerate product development and expedite go-to-market process to quickly and effectively fulfill consumer market needs.

- Make AI and Cloud our focus to deliver networking solutions with an emphasis on making networks simpler to use and easier to manage for consumers.

- End devices are everywhere and the need for Internet connectivity will grow continuously. We will continue to invest heavily in core technologies.

## BLACKbox To Grow With Solution-Oriented Channel



Synersoft Technologies, the maker of path-breaking and disruptive technology for SMEs, now branded as BLACKbox, is one of the very few Indian companies, with Indian products which are solely focused on Small and Medium Enterprises of India, who are the largest employment generators for the Indian economy and largest contributors to Indian GDP. Bishwajit Sutradhar, VP, Channel Sales, Synersoft Technologies, tells Ayshwaria Lakshmi, on the SME's industries' lack of adoption of cybersecurity, Synersoft's product, BLACKbox, and the company's expansion plans. Edited Excerpts

### Ayshwaria: Where is the SME adoption against cybercrime?

Bishwajit: SMEs are not equipped against Cybercrime. They are either suppliers to large enterprises or exporters. They need systems and tools to conquer cybercrime. Due to complexity and affordability reasons, they do not have adequate systems to deal with Cybercrime situations. They are mostly unguarded against potential cybercrime.

### Ayshwaria: Why is there a lack in SME's to provide cybersecurity? Is cost a hindrance or

their negligence?

Bishwajit: SMEs are operationally busy in their business. They do not have access to IT talent to guide them on the adoption of cybersecurity. Available solutions are mostly meant for large enterprises and are perceived as complex and expensive by SMEs. Due to the inability to access IT Talent and the complexity of available solutions, SMEs lag behind on the adoption of cybersecurity.

### Ayshwaria: What can be done to improve SME in IT participation in India?

Bishwajit: IT adoption and participation is a compulsion for SMEs in India because they compete on a global standard, may it be as a supplier to a large enterprise or an exporter. There needs to be a massive awareness drive to sensitize the SMEs that due to a lack of cybersecurity they may lose business continuity. SMEs need to be made aware that data leakage or theft may lead to significant liability over NDA breach with their customers, may result in loss of a tender bid, may damage their reputation, and maybe exploited competitively.

### Ayshwaria: BLACKbox has been created for the SME. How has it been helping the SMEs? You have recently done an upward revision. How do try to keep it constantly updated?

Bishwajit: BLACKbox is specifically created for SMEs to help them achieve Data Loss, Leakage and Theft prevention objectives. It helps SMEs to maintain business continuity against data loss. It protects SMEs to guard their competitive position or avoid liabilities due to data leakage or theft. BLACKbox helps SMEs to prevent data loss in event of accidental or intentional deletion, ransomware attack, and disaster. BLACKbox helps SMEs to protect their data from theft over USB port, Email Attachment, Blind Carbon Copy, and Cloud Storage Drives. BLACKbox keeps up with current threats and constantly matured against new threats, specific modus operandi, identify

theft attempts, data exfiltration attempts by internal employees. This mandates continuous and tireless research and development activities at Synersoft. The disruptive design thinking at Synersoft derives fit to purpose solutions for SMEs.

### Ayshwaria: What challenges do you face taking your product to the SME's?

Bishwajit: SMEs perceive cybersecurity as an expensive and complex phenomenon and shy away from exploring possible solutions. We have a difficult time convincing that there can be a simple and affordable product that can ensure their business continuity and avoid their competitive exploitation by accurately achieving objectives of Data Loss, Leakage and Theft Prevention. This is the main challenge we face to bring the product to SMEs. However, after sensitizing them about risks of data loss, leakage and theft, they explore BLACKbox and find it fit the purpose.

### Ayshwaria: What plans do you have in relation to bring more products to the SME's?

Answer: We are integrating our entire offering as one system "IT in a Box" for SMEs. This includes hardware storage with domain policy server in a workgroup environment, endpoint software, mail vigilance system, internet usage monitoring, innovative happy hours technology, backup system, USB controls, screen capture playback system, deduplication solution, and trigger-based monitoring with maximum controls. It is an ever-evolving journey and we are going on well.

### Ayshwaria: What are your expansion plans?

Bishwajit: We are having aggressive expansion plans and clock exponential growth with support from solution-oriented channel partners. This is one of its kind product with a rewarding business model. We invite like-minded entrepreneurs to explore this fantastic business opportunity targeted to millions of SMEs. As we have Vertical focused Product Mix where an Attractive Partnership model is readily available to Support our Solution Partner.

# CONFED ITA Conducts its Annual Event “SUMMIT 2021”-Dream Believe Achieve



CONFED ITA conducted its annual event “SUMMIT 2021” in Bengaluru from 19th Feb to 21st Feb 2021, a three day event at Sheraton Grand Hotel Convention Centre. Close to 500 participants including few family members of the delegates attended from most of the districts of Tamilnadu, including Puducherry.

The first day of the event was allotted for honouring past presidents, honouring all association member presidents and vendor stall opening was also done. Totally there were more than 10 stalls for display, promoting their latest products.

The second day was allotted for the vendor presentations; also the association from different districts gave their presentation stating the developments in their region. Awards were presented to best association and the award went to Virudhunagar Dt. Computer Dealers Association.

CONFED ITA members directory with souvenir was launched by guest speaker and famous orator Prof.

Gananasambandan. This was a great achievement by the team, as it was a big task to get the data and complete the souvenir.

Terrance S. Rajesh, the president and summit chairman welcomed the gathering, secretary Manikandan proposed the vote of thanks. The full day serious meeting was ended with entertainment dance songs program and gala dinner.

Third day, a day to go back to their places from where they came, but before going back all associations had a photo session to store in the memories.

Kaushik Pandya, president of FAIITA was the chief guest of the event, Devesh Rastogi, sr. vice President and Karthikeyan, vice president were part of the dignitaries on the dais. Kaushik Pandya in his speech stressed on getting ready with the future online threats by registering in estore, an initiative by FAIITA, thereby displaying the products online. Also, he said that success of any association depends on these four aspects karya, karyakartha, karya paddati and karyakrams. He appreciated the efforts of CONFED ITA to organise such a grand program in this covid times.

AMD Ryzen was the main title sponsor with HP as co-sponsor and Bloom with Dell as the entertainment sponsor.

First time in the history of CONFED ITA it was a family event, There were lots of game shows, gifts and mementos as take away for members. All Covid Protocols were strictly followed. Members appreci-

ated this effort and all felt this was a great break after a long period of lockdown, said, Terrance S. Rajesh, president, CONFED ITA.

The role of past presidents of CONFED ITA cannot be forgotten, starting from Karthikeyan in the year 2008-2009, P.N.Prasad in the year 2009-2010, S.Prakash in the year 2010-2011, A. Muthuswamy in the year 2011-2012, Kuberan in the year 2012-2013, R. Muthaiya Pillaya in the year 2013-2014, Natrajan in the year 2014-2015, M.Senthil Kumar in the year 2015-2016, R Balasubramaniam in the year 2016-2017, Ramesh in the year 2017-2018, Sujay K.Vijayan in the year 2018-2019, T.Kumar in the year 2019-2020, Terrance S Rajesh in the present year 2020-2021.

**Quote by Dinesh Shyam Sukha, Publisher & Chief Editor, CELL IT DIGITAL MEDIA**

“In my opinion CONFED ITA is one of the best examples of proper structured association. The set of rules laid in the beginning are still in progress, also the development is visible. It should be a learning for everyone, starting in the year 2006 when Microsoft conducted anti-piracy raids in Madurai and many of the members of Madurai Association (CAMS) got affected due to this activity, which marked the beginning of CONFED ITA in the year 2007 with Karthikeyan as founder president.

I have been witnessing almost each and every program and appreciate the consistency of the association and the enthusiasm each and every member to work for their fellow members.

## Karnataka Government and NASSCOM announce State Policy for Er&D

Karnataka Government in collaboration with the National Association for Software and Service Companies (NASSCOM) announced the Karnataka State policy for Engineering, Research and Development (ER&D).

The policy was approved by the Karnataka cabinet. The first-of-its-kind policy intends to foster innovation and ecosystem, enhance MNC ER&D penetration in the state, enable the skill development required to address the critical and evolving needs of changing global technology landscape and evangelize “ER&D Prowess” to the world.

NASSCOM has supported the government in formulating the policy initiatives which will propel the R&D in Karnataka on an accelerated growth trajectory.



Speaking on the policy launch, **Dr. Ashwathnarayan C. N., Deputy Chief Minister of Karnataka** said, “The new policies are focused on invigorating the R&D landscape in the state and enhancing

its global competitiveness. We expect the new policies to improve the FDI inflows in R&D and provide a boost to the innovation & research ecosystem.”

Commenting on the policies, **Dr. EV Ramana Reddy, IAS, Additional Chief Secretary, Department of IT & BT, Urban Development,**



said, “The new policies were drafted with a well-defined focus on stimulating the R&D industry within the state and creating an environment which encourages innovation. We are confident that with these new policies, Karnataka can establish itself as a global R&D hub and deliver exponential growth in foreign investments in R&D.”

Expressing her views on the policies, **Debjani Ghosh, President, NASSCOM,**



said, “NASSCOM is proud to be associated with this high impact policy initiative focusing on fostering Engineering and R&D in Karnataka. We strongly believe that the new policies will provide a big impetus to the growth of the ER&D ecosystem within the state. The state of Karnataka has been the pioneer in creating a thriving ecosystem for R&D and these policies will further strengthen its position as the prime destination for Engineering and Research within the country. The new policy initiatives will provide a

benchmark for other states to follow and would help India become a global hub for Research and Development.”

Speaking on the policy Dr. Ajay Prabhu, President, QuEST Global & Chair for NASSCOM Engineering, R&D Council, said “ER&D Policy is a giant step by GoK to make Karnataka a leader in Engineering R&D in this part of the world. Kudos to GoK & NASSCOM for conceptualizing this progressive best-of-its-kind policy”



**CN Meena Nagaraj, IAS, Director, KITS, Department of IT and BT,** said, “Karnataka is today contributing to over 40% of the country’s Engineering and Design revenues.

These new policies will help us consolidate the position as the top destination for R&D investments in the state.”

In support of the policy initiatives, the Karnataka Government will also be setting up a “Go and See Center” in Bangalore to showcase the state’s R&D capabilities to prospective investors. The government will also be extending its partnership with NASSCOM for evangelizing the state’s R&D prowess on global platforms through events, roadshows and thought leadership formulation.



# RELIABLE HOME PRINTING ASSISTANT

**MORE  
ECONOMICAL**

**EASIER  
TO USE**

**HIGHER  
EFFICIENCY**

**PANTUM M6502NW**



## **Mono laser multi-function printer**

- Print, copy, and scan in one
- 22ppm (A4)/23ppm (Letter) printing speed
- 22cpm (A4)/23cpm (Letter) copying speed
- Networking available
- Convenient Mobile Printing

**PANTUM P2500W**



## **Mono laser single-function printer**

- 22ppm (A4)/23ppm (Letter) printing speed
- 600MHz processor and 128MB for speedy results
- 1600 pages starter cartridge
- Networking available
- Convenient Mobile Printing

**PANTUM SERVICE TOLL FREE NO.:18004193160 | WWW.PANTUM.IN**

State	Phone Nos.	State	Phone Nos.
West Bengal & North East	9830228532	Maharashtra & Goa	9880788188
Delhi & Haryana	7503667375	Rajasthan & Madhyapradesh	9929980302
Bihar & Jharkhand	9831849971	Odisha & Chhattisgarh	9831849971
Gujarat	9601281633	Tamil Nadu & Kerala	9080407024
Uttar Pradesh & Uttrakhand	7669624894	Karnataka	9831849971
Telangana & Andhara Pradesh	9985682828	Punjab, Chandigarh, HP, J&k	9878640554

**Get free printers on  @PantumIndia**

Perfectly proportioned  
Truly timeless.

**Goldmedal**<sup>®</sup>  
SWITCHES & SYSTEMS



## ARCOS

The Arcos switch is the perfect blend of sophistication and minimalism, thus encapsulating the signature design of the Air modular range. Celebrating the perfection of a circle, the Arcos is either completely circular or a combination of straight and semi-circular switches that are set onto a square frame. The subtly contoured body and the arched edges of the Arcos is what sets it apart from its contemporaries. The Arcos makes a distinctive style statement while adhering to Goldmedal's vision of crafting extraordinary, timeless, and truly amazing switches.

| MODULAR SWITCHES | HOME AUTOMATION | AUDIO WORLD | LED LIGHTING | DOORBELLS | MCBS & DBS | WIRES & CABLES | PVC PIPES & FITTINGS | FAN |

### EXCLUSIVE SHOWROOMS

Mumbai | Kolkata | Siliguri | Hyderabad | Vijayawada  
Hubballi | Ahmedabad | Noida | Jaipur | Kadapa | Jalore | Kochi | Calicut  
Email: [info@goldmedalindia.com](mailto:info@goldmedalindia.com) | Toll Free No.: 18002090234.

[www.goldmedalindia.com](http://www.goldmedalindia.com)



Scan to view innovation  
that fits your lifestyle