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Worldwide Smartphone Sales Grew 26% in First Quarter of 2021

After a steep decline in 2020, global smartphone sales to end users grew 26% in the first quarter of 2021, according to Gartner, Inc. Overall worldwide mobile phone sales to end users grew 22% year over year.

“The improvement in consumer outlook, sustained learning and working from home, along with pent-up demand from 2020 boosted sales

of smartphones in the first quarter. Consumers started spending on discretionary items as the pandemic situation improved in many parts of the world and markets opened up,” said Anshul Gupta, senior research director at Gartner. “However, one cannot ignore that the base for comparison is also lower in 2020, than it was in 2019. This explains the double-digit growth.”

The top three global smartphone vendors maintained their respective positions in the first quarter of 2021 (see Table 1). The launch of mid-priced smartphones, such as phones priced under \$150, boosted Samsung’s unit sales globally. The early shipping of its flagship 5G smartphones added to the company’s smartphone sales growth.

Table 1. Worldwide Top 5 Smartphone Sales to End Users by Vendor in 1Q21 (Thousands of Units)

Vendor	1Q21 Units	1Q21 Market Share (%)	1Q20 Units	1Q20 Market Share (%)
Samsung	76,611.0	20.3	55,332.6	18.4
Apple	58,550.8	15.5	40,920.1	13.6
Xiaomi	48,938.6	12.9	29,678.4	9.9
Vivo	38,715.2	10.2	22,324.4	7.4
OPPO	38,393.2	10.2	23,948.9	8.0
Others	116,781.7	30.9	127,836.7	42.6
Total	377,990.7	100.0	300,041.1	100.0

Due to rounding, some figures may not add up to the totals shown.

Apple moved back into the second position in the first quarter of 2021, after securing the No.1 spot in the fourth quarter of 2020. The launch of its first ever 5G iPhone led to continued demand in 2021. “5G will continue to be the major growth driver for Apple in 2021. Device upgrades will fuel demand for Apple’s flagship phone throughout the year,” said Mr Gupta.

All of the top five global smartphone vendors registered strong year over year growth over 2020 indicating that the phone market is consolidating around the top five vendors. Chinese smartphone vendors Xiaomi, Oppo and Vivo witnessed growing demand for 5G smartphones and capitalized on the opportunities due to weakening sales of Huawei and LG globally in this quarter.

The global chip shortage has not yet impacted the smartphone industry as the demand and supply equilibrium is met. However, this may change in the coming quarters and may result in an increase in the average selling price of smartphones globally.

Huge demand for interconnection, bandwidth and digital services

The leading carrier and data center neutral Internet Exchange (IX) operator on the Indian sub-continent, DE-CIX India, published its annual growth report for 2020, a year marked by a global pandemic. In 2020, DE-CIX India



experienced an enormous growth of 75% in total customer bandwidth and 53% customer growth, as well as a peak traffic record of 1.5 Tbit/s. In this period, DE-CIX Mumbai gained the ranking of the second-largest IX[1] in the Asia Pacific (APAC) region, based on connected networks.

Further, due to the global pandemic, the country experienced huge changes in data traffic. Between February and December 2020, OTT & Video on Demand grew by a whopping 1,317%, while gaming grew by 1,007%. Similarly, ISP traffic grew by 397%, whereas traffic from content delivery networks rose by 328%. Data traffic at social & online media grew by 210% during this period. To cope with this exponential rise in traffic, DE-CIX India expanded its geographical presence to 15 data centers across the nation. This included Sify Technologies, GPX2 in Mumbai, and STT Telemedia’s (Tata Communications) data centers in Chennai and Delhi entering the DE-CIX India portfolio. Additionally, DE-CIX India expanded its DWDM network capacity in all four markets and increased capacity up to 320GE.

“Covid-19 and the ensuing lockdown opened gates to new permanent realities, bringing a reliance on data and technology like never before. Yes, there were huge changes and challenges, but we are proud to have coped amazingly well with them. Even with the massive rise in demand, the Internet has held firm, and we have been able

to serve our customers efficiently and continue to do so. As such, we have been able to become market leaders with a rapidly growing customer base, thus significantly impacting and redefining the market. With our first-in-class initiatives, our customers are able to grow smoothly – and in that, we define our success”, says Sudhir Kunder,



Sudhir Kunder,
Country Director, DE-CIX India.

DE-CIX India interconnects more than 375 networks including the ISPs, content delivery networks, cloud companies, OTTs, and other network providers, along with educational institutes in the connected networks. This year DE-CIX India launched the DirectCLOUD service at DE-CIX Mumbai, giving customers access to the DE-CIX Cloud Exchange and enabling them to connect to the global cloud services provided by Microsoft Azure, Google Cloud, Amazon Web Services, and Oracle. Thus, businesses across all industries were offered game-changing opportunities.

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AP marching ahead with industrial growth

The vision of Chief Minister YS Jagan Mohan Reddy has placed Andhra Pradesh with a target to leap to top slot in industrial growth by 2030 and aims at contributing 10 percent of national exports.

Speaking to media here, Industries Minister M Gowtham Reddy said, though there was a slump world over, Andhra Pradesh carried out welfare and development works in a balanced manner. The thrust areas has been infrastructure, industries and commerce, IT, Skill Development and YSR AP One.

The Minister said that the State had registered a growth rate of 1.58 percent, even during Covid times due to the foresight of Chief Minister YS Jagan Mohan Reddy. With the focus on protecting lives and livelihoods of various sections of the society, the Chief Minister had implemented welfare activities such as YSR Cheyutha, Aasara, Zero-interest loans, MSME packages, supporting women empowerment in the industrial front. Andhra Pradesh is the only state that has come up with welfare calendar rolling out schemes on time implementing every promise listed under Navaratnalu.

On the infrastructure front, Ports, Fishing Harbours, YSR Steel Corporation Limited, AP Airports Development Corporation, Corridor Development and Concept cities are the mainstay and

in Industries and Commerce, Policies, Re-Start, Business Reform Action Plan, Handlooms and allied field development work would be taken up, he said.

The focus was on the construction of Ramayapatnam, Bhavanapadu and Machilipatnam ports

along with the construction of four fishing harbours which began in July and establishment of four more harbours are in process. Stating that the building infrastructure is the top priority, he said that Kurnool airport is already in operation and

steps are being taken to complete the construction of Bhogapuram airport as soon as possible. After the government was formed, between June 2019-May 2021, as many as 65 mega and large industries were set up in the State with an investment of Rs 29,780.86 crore by creating employment to 45,049 people. Similarly, in the MSME front, 13885 units were set up with an investment of Rs 4220.71 crore while employing 88,516 people. Also, there are 62 projects under implementation with a total investment of Rs 36,384.29 crore with a potential to create employment to 76,916 people and five public sector units with an investment of Rs 96,400 crore and with a poten-



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tial to create employment to 79,700 people.

Further, the Minister said that investments of Rs 1032 crore have been achieved in this financial year, where projects worth Rs 18,000 crore are in progress. He stated that Andhra Pradesh ranked first in the Ease of Doing Business in 2020 among all states in India by DPIIT, GOI and World Bank. Also, the State has been conferred with 'Best State in Skill Development' by ASSOCHAM. Similarly, APSSDC has been accredited with ISO:9001:2015 due to quality parameters adopted while implementing skill development programs and has received the Genius Booking of World Records for the progress achieved through virtual skilling during the Covid19 pandemic. Soon, 30 skill development colleges will be established across the State, as Skill Development and Training will be helpful to the workforce, he said.

While the previous government had signed MoUs with only a very small fraction coming into being in our government, the majority of the MoUs are taking shape into reality, he said.

Covid second wave How technology companies are prioritizing employee wellbeing

With the continuing surge of Covid crisis, various organizations have come forward to aid their employees, in fields where the authorities are lacking. While the giants of the industry and others hold the affordability to help their employees and their families with necessary measures and subsidies, small startups in Delhi are nowhere far. Below is a list of major companies that came forward to help their resources in these hard times.

Mike Chen, General Manager, TCL India



Our first priority is vaccines, which we are really trying to arrange for free for our employees. We are making sure that our employees are working from home. We not only care for them but also

for their families, and so our internal team is constantly checking with employees if every-

one in their family is fine or not. If someone is feeling down, be it their physical health or mental health we are there for them. Our call centre service is also open daily from 10:00am to 10:00pm for providing assistance to our customers. We are in this fight together, we will defeat it.

Sandeep Singh, Co-Founder and President, Khabri



that's what we plan to instil with a reciprocal expectation. It doesn't change much except the salary cycle and advance cash flow by 30 days. We plan to launch an 'unlimited leave' policy,

In these highly unpredictable times, if we can give the employees the confidence that we trust them, come what may, it forges a long term trust bond. Trust is a highly scarce trait these days, and

which specifically means that there are no stipulated amount of annual leaves, the employee can avail as many leaves as he wants in the year. We want the employees to run the company as their own venture and hence no stipulations for leaves right from the founders to the base level.



Abhishek Kumar, Regional Director, Oncam

We are carrying out internal campaigns to increase awareness around wellbeing (we have done one on healthy eating and will be having another one around mental health by the end of the month). We are holding regular all-hands meetings for business updates as well as remote quizzes to improve communication among team members and keep up flagging spirits. Extended time off is being granted in case of sickness and bereavement.

Tata Digital acquires majority stake in Bigbasket, Supermarket Grocery Supplies Private Limited

Tata Digital, a 100 per cent subsidiary of Tata Sons Private Limited has acquired a majority stake in Supermarket Grocery Supplies Private Limited (Bigbasket), India's largest e-commerce player in the food and grocery segment.

E-grocery has been one of the fastest growing segments in the consumer e-commerce space and its growth is propelled with India's rising

consumption and digital penetration. The current pandemic has further accelerated its adoption as consumers seek the convenience of ordering quality groceries delivered safely at home.

Pratik Pal, CEO, Tata Digital said, "Grocery is one of the largest components of an individual's consumption basket in India, and Bigbasket as India's largest e-grocery player, fits in perfectly with our vision of creating a large consumer digital ecosystem. We are delighted to welcome Bigbasket as a part of Tata Digital."

du partners with Route Mobile to launch its Global A2P Messaging Hub

Route Mobile Limited ("Route Mobile"), one of the leading cloud communication platform service providers to enterprises, over-the-top ("OTT") players, and mobile network operators, announced an agreement with Emirates Integrated Telecommunications Company (EITC) – du, UAE's second Integrated Telecom Service Provider, by offering a turnkey solution using Route Mobile's Smart Messaging Hub which enables du to launch a highly scalable revenue-generating messaging platform to enable A2P wholesale transit business. Route Hub is a carrier-grade in-house developed and fully scalable SMS Hubbing Platform offering

managed services to mobile operators globally. **Rajdipkumar Gupta, Managing Director and**



Group CEO, Route Mobile Limited said, "We're delighted to be associated with du in creating and deploying revenue-enhancing services that could help drive superlative customer experiences and steer ahead of the competition." He further added, "du's reachability and Route Hub's capability can ensure better quality routes, better support through experience, and better ROI."

Payment security is key as Asia Pacific resets digital commerce in post-pandemic world

Visa, the leader in digital payments, has set its focus on strengthening payments security as consumer behaviour evolves during the pandemic. Addressing more than 1,500 partners and clients in its first virtual edition of the Asia Pacific Visa Security Summit last week, Visa stressed the need for robust payment experiences in a changing commerce environment.

Visa has charted consumer behaviour changes along three trends pervasive in Asia Pacific – contactless payments are becoming a health and safety priority, on-demand eCommerce experiences have heightened expectations of quality and speed of service, and lines between

eCommerce and physical buying have been blurred. As a result, fraud has migrated from traditional to digital commerce and Visa is urging the industry to take proactive steps to tackle them.

Joe Cunningham, Regional Risk Officer, Asia Pacific, Visa, said, "The pandemic has greatly accelerated changes in consumer behaviour, commerce and hence digital payments. We believe these patterns are here to stay and many first-time digital consumers will decide where to shop based on whether they trust the seller or not. As digital commerce becomes mainstream, payment security is a fundamental driver of trust so the industry must deliver on consumers' expectations of safe, convenient and fast payment experiences."

Tatas to revive Tata Teleservices to focus on growing SMEs

Tata Teleservices is geared to come back in new avatar in the Indian market with a new name and a new goal. It is getting rebranding it as Tata Tele Business Services (TTBS) which will focus on helping the small and medium enterprises (SMEs) of the country.

TTBS can leverage the arrival of 5G in India as an opportunity to offer services to both telecom operators and SMEs and grow its business multi-

ple folds. **Harjit Singh Chauhan**, president of the enterprise business at Tata Teleservices, is heading the revamped entity, which is also looking at the 5G space, where it will offer services to other telecom operators.

Tata Sons has cleaned up the financial mess in the entity and will resume operations on a clean slate, top officials aware of the development said. The holding company has put together a top team comprising of officials from Tata Teleservices, Tata Sons and Tata Communications to drive the initiative, a senior official said.

Nayara Energy Selects Hughes India to Connect 3500 Retail Outlets by Satellite

Hughes Communications India Private Limited ('Hughes India') announced its selection by Nayara Energy, India's largest private-sector oil retailer, to install, integrate and manage a satellite network solution across 3500 retail outlets. Hughes India is a majority-owned subsidiary of Hughes Network Systems, LLC (HUGHES), an innovator in satellite and multi-transport technologies and networks for 50 years, and already connects more than 4,000 Nayara locations. The new, five-year contract, nearly doubles the HughesON™ managed deployment, making it the largest single satellite-based network in India's retail petroleum sector.

Hughes India, Enterprise Business Head, Shivaji



Chatterjee said: "We are very excited and proud of our growing association with Nayara Energy, the largest private fuel retailer in the country, towards delivering a managed, secure connectivity solution for its retail automation which is absolutely mission-critical, designed for today as well as the future. The new solution, part of our HughesON portfolio of managed services, will simplify network operations and help Nayara execute real-time reporting and analysis while improving efficiency and optimizing their operations."

Shopmatic announces no fee for setting up online store for entrepreneurs for next 3 months

International e-commerce enabler Shopmatic has been unlocking online business success for SMBs and individual entrepreneurs since its inception. In its latest drive to help businesses go online, Shopmatic is offering zero hosting charges to anyone signing up between 3rd June and 31st August 2021.

As part of its "Inspiring Entrepreneurship Programme" merchants will be able to use the entire Shopmatic platform for setting up their ecommerce presence without paying any sign-up charges; all they will pay is a nominal



fee of 3% per transaction whenever they make a sale. This step is being taken to encourage aspiring entrepreneurs and small business owners to take their business online, especially in these

trying times.

For 90 days from the time they sign up, business owners will be able to access Shopmatic's vast range of tech-led features to help them grow their business while paying only 3% on each successful transaction.

Speaking on the initiative, **Anurag Avula, CEO & Co-Founder, Shopmatic**, said, "In our continued effort to support businesses to start selling online in the current challenging environment, we're making it even easier for businesses to get online by removing the monthly hosting fee for the next 90 days."

Fire-Boltt launches next-gen smartwatch 360

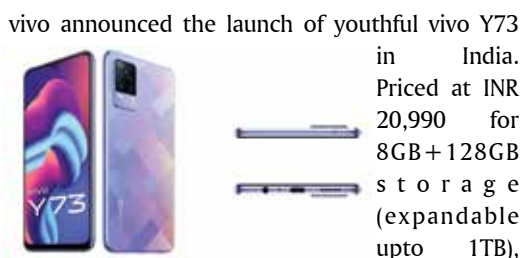


Home-grown audio and wearable brand Fire-Boltt has brought on-board popular as well as critically-acclaimed actor Vicky Kaushal to launch yet another one-of-its-kind smartwatch in the Indian market. The brand has unveiled Fire-Boltt 360, a smartwatch with a rotating menu and over 2,000 in-built games, at an intro-

ductory price of just Rs 3,499. Both, the new smartwatch and the brand ambassador resonate Fire-Boltt's identity of energy, action, dynamism and fashion as a brand.

Fire-Boltt 360 is equipped with an SPO2 monitor, which provides a real-time tab on one's blood oxygen levels. This is in addition to a 24x7 Heart Rate Monitor & Blood Pressure Tracker. Heavy on specs and features, the smartwatch also comes with a Meditative Breathing feature that would guide the users to indulge in breathing exercises – the perfect healer for stress and mental health. Besides the health-related matrix, the smartwatch boasts of a rotating UI interface, wherein one can toggle between modes, folders and apps with utmost ease.

Vivo Y73 Launched with Ultra Slim Design and Premium Glass Finish



vivo announced the launch of youthful vivo Y73 in India. Priced at INR 20,990 for 8GB+128GB storage (expandable upto 1TB), Y73 offers 3GB Extended RAM where users can run up to 20 apps at the same time without a hitch. A perfect amalgamation of stylish design and stunning colors, the all new Y73 is a premium offering from the youthful Y series. The smartphone will be available in two attractive colour options

Diamond Flare and Roman Black on vivo India E-store, Amazon, Flipkart, Paytm, Tatacliq, Bajaj EMI Store and across all partner retail stores.

Sara Ali Khan is the 'Chief Style Icon' and will be seen across marketing campaigns of Y73. The stylish and slim vivo Y73 features a 16.37 cm (6.44 Inch) AMOLED Display with FHD+ (2400*1080) ultra-high resolution, providing a seamless experience for both videos and photos. It also offers 33W fast charging capabilities for people who are always on the go. Y73 is powered by MediaTek Helio G95 processor and comes with the latest FunTouch OS 11.1 based on the latest Android 11.

Sony announces BRAVIA X90J series, world's first Cognitive Intelligence television

Sony India announced the new BRAVIA X90J, world's first cognitive intelligence TV series, which thinks like a human brain. These high-powered televisions have Cognitive Processor XR which delivers an intelligence that reflects human cognitive characteristics which detects the viewer's focal points, and cross-analyzes numerous image quality elements to



produce a picture which is more natural and closer to human memory. It also upscales sound to 5.1.2 channels to encapsulate the viewer in surround sound from top to bottom, and left to right, to deliver a realistic and immersive experience, close to the sensation of images and sound that people feel in real life. Combined with the precision of a Full Array LED panel, XR Triluminos Pro and XR Contrast Booster, the new X90J series produces supreme realism and an incredibly detailed picture better than ever delivered before.

Dell Technologies announces the latest in commercial PCs for Indian customers

Dell Technologies in India announced the availability of its latest commercial PC portfolio. The latest series of Latitude, Precision and OptiPlex are designed to transform work experiences and enable users to



seamlessly work from anywhere. With the new portfolio of intelligent, collaborative, and sustainable devices, Dell is pushing the boundaries to seamlessly integrate work experiences into daily lives.

"The advent of 'work from anywhere' creates genuine needs for companies to adapt and support their employees to stay productive and can work collaboratively, even when working remotely," said Indrajit Belgundi, Senior Director and General Manager, Client Solutions Group, Dell Technologies India. "Dell Technologies' Remote Work Readiness Index revealed that productivity equipment and tools are the top tech resources employees need from employers as they continue to adapt. The new intelligent PCs we officially announce today make it possible to work smarter and collaborate easier, so we can give our best selves in all that we do."

ASUS Announces GeForce RTX 3080 Ti and GeForce RTX 3070 Ti Series Graphics Cards



ASUS announced an all-new graphics card series based on the latest NVIDIA GeForce RTX 3080 Ti and GeForce RTX 3070 Ti GPUs. Powered by the NVIDIA Ampere architecture, the GeForce RTX 3080 Ti delivers an incredible leap in performance and fidelity with acclaimed features such as ray tracing, NVIDIA DLSS performance-boosting AI, NVIDIA Reflex latency-reduction, NVIDIA Broadcast streaming features and additional memory that allows it to speed through the most popular creator applications as well. And in the hotly contested midrange of the market, GeForce RTX 3070 Ti brings more CUDA, RT and Tensor cores to bear for mainstream systems.

ASUS has taken advantage of these new, more-powerful GPUs to create custom designs that serve up high clock speeds, low temperatures and whisper-quiet noise levels. ROG Strix LC GeForce RTX 3080 Ti is our first RTX 30 Series card to use a hybrid liquid-cooled design for incredible performance potential, while ROG Strix and TUF Gaming versions of both GeForce RTX 3080 Ti and GeForce RTX 3070 Ti deliver distinctly different takes on air cooling.

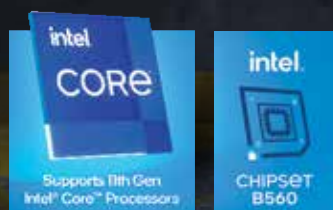
Acer Expands Its Predator Gaming Portfolio with Three New HDR Monitors



Acer has expanded its line of Predator gaming monitors with three new VESA DisplayHDR™ -Certified models: the Predator CG437K S, Predator X38 S and Predator X28. The new monitors target different niches by offering something that will excite a wide variety of gamers, whether weekend warrior or seasoned professional.

The Predator CG437K S is a massive 42.5-inch NVIDIA® G-SYNC™ Compatible gaming monitor with a UHD (3840x2160) display that strives to provide players with the most flexible experience possible, containing a pair of HDMI 2.1 ports that support the latest game consoles and allow for 4K 144 Hz with VRR using only a single cable. A USB hub offers a USB-B port, a pair of both USB 2.0 and USB 3.0 ports to support an array of peripherals, plus a USB Type-C (PD30W) port for good measure. Additionally, a built-in KVM switch simplifies the lives of those who juggle multiple PCs. Once users are all set up, the monitor's 144 Hz refresh rate and 1 ms VRB response time provide satisfying gameplay.

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Micron Accelerates Breakthrough Platform Innovation With Advancements

Micron Technology, Inc., unveiled memory and storage innovations across its portfolio based on its industry-leading 176-layer NAND and 1 α (1-alpha)



DRAM technology, as well as the industry's first Universal Flash Storage (UFS) 3.1 solution for automotive applications. The new portfolio additions deliver on the company's vision of accelerating data-driven insights through innovations in memory and storage that enable new capabilities from the data

center to the intelligent edge. Micron President and CEO Sanjay Mehrotra made the announcements during a Computex keynote, in which he shared a sweeping vision for computing innovation and the central role memory and storage play in enabling enterprises to seize the full potential of the data economy.

Micron announced volume delivery of its first PCIe® Gen4 solid-state drives (SSDs) built with the world's first 176-layer NAND. The company is also shipping the world's first 1 α node-based LPDDR4x DRAM this month. LPDDR4x is the latest JEDEC specification for fourth-generation low-power DRAM with improved input/output voltage for substantially lower power, making it ideal for mobile computing devices. Together, these latest releases reinforce Micron's leadership position in both DRAM and NAND technology, established this year.

Infotrend Launched U.2 NVMe Unified Storage Solution

Infotrend® Technology, Inc., the industry-leading enterprise storage provider, launched U.2 SSD solution for enterprise unified storage – EonStor GSfamily. The new EonStor GS U.2 NVMe All-Flash



Array is high performance storage for enterprise, equipped with U.2 NVMeSSD, it provides higher IOPS and throughput and is more cost-effective. It's a unified storage that support both SAN and NAS. It supports block-level and file-level scale-out to linearly increase performance and capacity. Also, EonStor GS U.2 NVMe All-Flash Array provides complete data protection, including RAID for disk protection, snapshot, remote replication and public cloud inte-

gration for data backup.

With U.2 NVMe SSD's high speed and low latency PCIe Interface, GS U.2 NVMe All-Flash array provides up to 20/10 GB/s read/write performance and 1000K IOPs within single appliance. EonStor GS U.2 NVMe All-Flash Array also features extraordinary scalability in terms of performance and capacity. Through scale-out expansion, the cluster performance can linearly increase up to 80/40 GB/s read/writer performance and 4000K IOPs as you add more appliances. As for the capacity expansion, EonStor GS U.2 NVMe All-Flash Array supports both scale-out and scale-up solutions. The scale-out architecture allows you to expand both performance and capacity, enhancing system availability. At the same time, you can install expansion enclosures on each appliance to scale up more than 3000 drives.

Vertiv Liebert EXM2 UPS exceptionally reliable and efficient UPS

Vertiv Liebert EXM2 is an exceptionally reliable and efficient UPS designed to provide industry-leading performance with highly stable performance. The Vertiv Liebert EXM2 offers maximum efficiency



in the midsize UPS range, offering up to 98.8% rating in dynamic online mode and 97% in double conversion mode. It is also compatible with lithium-ion battery configurations and adapts to two-wire DC bus connection settings. The Liebert

EXM2 can be deployed in an in-row, room or against the wall configuration which saves space in the facility.

Backed by dedicated research of Vertiv experts, Liebert EXM2 is poised to lead in the industry with technologically advancements implanting all the next-gen attributes. Machine learning based- Three modes of energy operation ensures the best energy credentials and assures maximum availability. Its extraordinary Double conversion efficiency up to 97% ensures remarkable operational cost savings. Our proven Dynamic online mode delivers efficiency up to 98.8% whilst compensates the load THDi, PF, main sags and swells, ensuring fast transfer output performance. On top of this, Liebert EXM2 adopts to arrange of infrastructure conditions including Lithium-ion battery compatibility and supports for the leading power factor needs of modern server loads. Seamlessly operates up to 40°C and can tolerate high ambient temperature up to 50°C with auto-derating.

Qualcomm Debuts Powerful Roster of Cutting-Edge IoT Solutions

The opportunity to connect the unconnected has never been more prevalent. Qualcomm Technolo-



gies, Inc. is enabling an IoT ecosystem of 13,000+ IoT customers to date, helping to accelerate the digital transformation and development of connected products. Today, Qualcomm Technologies extends its support for the IoT ecosystem by introducing seven new solutions to help enable the proliferation of next-generation IoT devices: Qualcomm® QCS8250, Qualcomm® QCS6490/ QCM6490, Qualcomm® QCS4290/ QCM4290, and the Qualcomm® QCS2290/ QCM2290.

These solutions range from entry-level to premium tier to expand access to a variety of industrial and commercial applications. These latest IoT solutions from Qualcomm Technologies are purpose-built to help meet the needs of the expanding IoT ecosystem for key segments including transportation and logistics, warehousing, video collaboration, smart cameras, retail, healthcare and more.

Eurotech Introduces BestNet Rack Mount Fiber Enclosures



Eurotech Technologies, a leading provider of fiber connectivity products, introduced a wide range of BestNet rack mount sliding LIUs. Equipped with integrated fiber management the modular LIU (Light Interface Units) are suitable for optical cable installation, bare fiber splicing, protection, pigtails storage & management. Available in the range of 12 – 144 ports the slide-out tray holds configurations with different adapters like SC, LC and FC.

To ensure network reliability by managing and protecting fiber optic cable terminations, splices, connectors and patch cords, BestNet optical fiber interconnecting units are designed for easy installation and maintenance. To manage cable resources efficiently the enclosures provide complete solution for routing, terminating and organizing fiber optic cables. The 1U sliding LIU utilizes easy glide ball-bearing slide rails for smooth pull-out & push-in with a positive stop feature.

Kingston Technology Unleashes New High-Performance, Enthusiast & Gaming Brand: Kingston FURY

Kingston Technology, a world leader in memory products and technology solutions, announced



the name of its new high-performance, enthusiast and gaming brand: Kingston FURY. Building on the incredible success of the HyperX memory products, Kingston has rebranded its DRAM, flash and SSD

gaming line into Kingston FURY, investing resources and knowledge from its core business to create the next generation of performance products.

Kingston FURY continues the evolution of leading-edge, high-performance, enthusiast and gaming memory solutions from the largest independent memory manufacturer in the world, backed by three decades of Kingston engineering, testing, manufacturing and customer service expertise. The company's leadership position in the DRAM industry demonstrates it has the passion, commitment and resources to make Kingston FURY the leading high-performance, enthusiast and gaming memory solution in the market.

Altos Computing Announces Altos BrainSphere™ R685 F5 Server Powered by NVIDIA RTX A6000 GPU

Altos Computing announced its new NVIDIA®-Certified server Altos BrainSphere™ R685 F5, which is equipped with two AMD EPYCTM 7763 CPUs, two NVIDIA ConnectX®-6 network adapters and



four NVIDIA RTX™ A6000 GPUs based on the NVIDIA Ampere architecture. The server has

been validated with the best configuration for performance, manageability, scalability, and security, enabling academic research and enterprises to support visual computing, simulation and vari-

ous AI/DL workloads.

"Altos aiWorks" is an AI/DL computing system that includes a computing resources management tool (Altos Accelerator Resource Manager, AARM), which reduces the high-complexity learning threshold faced by AI/DL developers. Powerful computing servers also play an important role. Altos Computing specifically selects the Altos BrainSphere™ R685 F5 server, which can be equipped with up to eight NVIDIA GPUs. With NVIDIA RTX™ A6000 GPUs, Altos aiWorks accelerates the speed of AI and data model training; with 48 GB of GPU memory, the computing system can quickly process larger images and larger amounts of data.

Lexar Unveils series of Products at Computex 2021



Lexar, one of the most leading trusted brands in memory solutions for about 25 years, has unveiled a series of products at Computex 2021. These products are soon going to be available in Indian market.

The brand has launched Professional CFexpress™ Type B Card GOLD Series, Professional CFexpress™ USB 3.2 Gen 2×2 Reader, PLAY microSD™ UHS-I cards, JumpDrive® M35/M25 USB Flash Drive, and 2-in-1 USB 3.2 Gen 2 Type-C™ Cable. Professional CFexpress™ Type B Card SILVER

Series, JumpDrive® P30 USB 3.2 Gen 1 Flash Drive and NM620 M.2 2280 NVMe SSD are supposed to be launched in June while Professional NM800 M.2 2280 NVMe SSD in September.

Lexar® Professional CFexpress™ Type B Card GOLD Series capture high-quality images and seamless RAW 4K/8K video. It is designed to leverage the capabilities of next generation cinema cameras while Lexar® Professional CFexpress™ Type B Card SILVER Series is meant for creative professionals like photographers and videographers who want to capture high-quality images and seamless 4K.

Lexar® PLAY microSD™ UHS-I cards are designed to keep up with all your content, no matter if they are games, movies, music or books. Lexar® Professional CFexpress™ USB 3.2 Gen 2×2 Reader offers seamlessly transfer files on the go with both Lexar® Professional CFexpress™ Type B Cards.

HP Inc announces new wave of innovations for HP Indigo digital printing



HP Inc has announced a new wave of innovations for HP Indigo digital printing, supporting momentum, growth and digital transformation. Print service providers (PSPs) worldwide continue to adopt HP Indigo digital printing, with more than 125 HP Indigo presses already installed to date from the new technology portfolio announced in March 2020.

Since its introduction last year, HP Indigo's new commercial portfolio gained significant momentum worldwide, including long-term investments in new fleets by Cimpress and Shutterstock. The portfolio empowers commercial printers to continue expanding the digital transformation in the market. The HP Indigo 100K Digital Press – the most productive digital B2 press in the market – is leading this trend with more than 30 units already installed, enabling commercial printers to shift greater volumes from offset to digital.

PA-400 Series simplifies management, visibility and security for distributed branches



Palo Alto Networks introduced complete Zero Trust Network Security with several industry-first innovations to secure a world where any user can work anywhere without restrictions. As businesses spread their boundaries across multiple locations, it's important to focus on how our latest innovations can help distributed organizations like banks, hospitals, retailers and even managed security service providers (MSSP). The new PA-400 Series Next-Generation Firewalls (NGFWs) are ideal for organizations in search of the lowest total cost of ownership (TCO), but wanting the best cybersecurity possible. They offer the same world class security that our larger appliances offer, but in a small desktop form factor. This allows organizations to extend Zero Trust Network Security to their most remote locations and smallest branches with a compact size that is easy to deploy.

Happiest Minds Technologies starts COVID-19 vaccination drive for its team and family members

Happiest Minds Technologies Limited, a 'Born Digital. Born Agile', a digital transformation and IT solutions company announced that it has launched a vaccination drive for Happiest Minds and their immediate family members. To start with, the vaccination drive will cover the company's facilities based out of Bengaluru and will later be expanded to cover other locations. Happiest Minds has tied



up with Fortis Hospitals for the vaccination drives in Bengaluru and has started the vaccination drive on 2nd June, 2021. Ram Mohan C, President & CEO, Infrastructure Management & Security Services, Happiest Minds Technologies, said, "The entire country is facing unprecedented challenges on account of this pandemic. Vaccination is an important measure that can help us tide over the ongoing crisis, also ensuring the safety and well-being of the company's core assets i.e. our people. We are ensuring that our team and their families are vaccinated at the earliest."

Honeywell Establishes Critical Care Center for COVID-19 Patients in Bengaluru

Honeywell announced that it has established a critical care center at Bowring Hospital to treat COVID-19 patients in the city. The company has also donated essential medical supplies including oxygen concentrators, N95 respirators and personal protective equipment (PPE) for hospitals in the state of Karnataka. The 10-bed ICU center at Bowring Hospital in Shivaji Nagar features necessary equipment to support critical COVID-19 patients. These include Class I ventilators, Fowler beds, BiPAP machines, multipara monitors with and without capnometers, a portable X-ray machine, an ECG machine, an infusion pump, and a laryngoscope set. Additionally, Honeywell is providing N95 respirators and kits to the center. The company has also handed over 200 oxygen concentrators, N95 respirators, and PPE kits to the State Government for distribution across Karnataka. "Honeywell is committed to helping the country deal with this humanitarian crisis and has pledged \$3M since the start of the pandemic for COVID relief," said Dr. Akshay Bellare, President, Honeywell India. "We are partnering with state and local governments to enhance healthcare capacities across multiple states, including setting up COVID care centers and critical care centers."



Samsung Adds Smart Healthcare Centres in Government Hospitals as Part of its CSR Initiatives



Samsung India has added new Samsung Smart Healthcare centres at Government hospitals across the country, as part of its citizenship initiative, helping Covid Warriors perform faster Covid-19 diagnosis.

The new hospitals where Samsung Smart Healthcare centres are located are in cities such as Mumbai, New Delhi, Lucknow, Bangalore, Bhopal, Ahmedabad, Indore, Keylong, Akola, Jamnagar, Shimla and Palakkad, among others. This addition takes the number of hospitals in the country covered under this citizenship program to 142. In the last year alone, Samsung ramped up the program to add 56 new Samsung Smart Healthcare centres in hospitals across 19 states, contributing to Covid management. This included 15 Smart Healthcare centres in the last two months. Samsung Smart Healthcare centres are equipped with modern Digital X-ray and Digital Ultrasound machines made by Samsung.

Ericsson supports UNICEF in India's fight against COVID-19

In order to help address urgent healthcare needs in India brought about by the second wave of the COVID-19 pandemic in the country, Ericsson has announced its support to UNICEF's COVID-19 humanitarian response in the country.



As part of their support, Ericsson made an upfront donation to UNICEF and launched a month-long company matching employee donation drive globally in May, which resulted in a total donation amount of USD 971,567 to UNICEF. Ericsson employees from more than 95 countries donated towards this UNICEF initiative for India. Ericsson's donation will go towards providing critical medical supplies and equipment in India. This includes, increasing the number of RT-PCR testing machines to boost identification of new

COVID-19 cases and providing oxygen generation plants as well as procuring other critical supplies for health facilities in areas with the greatest needs in the country. These supplies and equipment will ensure continuity and sustained access to immediate health services for children and their families and contribute to strengthening the health system in the future. "India is a very important market for Ericsson and a large number of our global employee base is located there. Many Ericsson colleagues around the globe asked how they could support India during the second wave of the COVID-19 pandemic," said Heather Johnson, Vice President for Sustainability and Corporate Responsibility for Ericsson "UNICEF is our long-standing partner and we decided to join forces to launch this donation campaign. The funds will go towards supplying medical equipment through UNICEF and will help in the early detection and COVID-19 treatment and provide much needed relief to the severely affected people in India," she added.

Ola completes vaccination for over 50% of its employees



Ola, one of the world's leading mobility companies, announced that it has successfully administered the first dose of vaccinations for over 50 percent of its employees and their dependents. In March, Ola had committed that it would provide free vaccination to all of its employees and their dependents as well as its contractors, consultants, advisors and their immediate dependents. Ola completed vaccination of those above 45 years of age in April and the drive to vaccinate the rest began early last week, after the government opened up vaccination for all 18+ age groups in May. The drive is live in Bangalore where majority of Ola's employees are and will expand to other cities in the coming weeks as vaccine supplies improve. To provide a seamless and safe vaccination experience Ola has partnered with leading hospitals and has set up the vaccination camp within the Ola Campus. This helps people avoid unnecessary exposure in hospital visits and also makes it super convenient as there is minimal wait time. The vaccine is administered by qualified professionals from the hospital. Each employee is kept under observation for 30 mins post vaccination and then discharged.

Flipkart Shapes New Policies Dedicated To Wellbeing Of Employees Families

Flipkart continues to prioritize employee well-being with a slew of measures extending care and wellness initiatives to all employees, including supply chain staff, across the country.



BEREAVEMENT — NEW FAMILY SUPPORT POLICY FOR INDIA

Beyond grieving for colleagues lost to COVID-19, Flipkart stands with their families. The new Family Support Policy for India extends additional support for the families and dependents of Flipkart employees who have lost their lives to the COVID-19 pandemic.

Apart from existing benefits, additional benefits for families have been introduced.

Life Insurance Cover: The family of the employee who succumbed to COVID-19 will be provided with a life insurance cover to the value of 5X of the employee's CTC along with a notice period settlement as per their contract.

Education Support: Flipkart will provide education support of up to INR 2 lakh per annum for up

to two children of the deceased employee until the children reach 22 years of age.

Medical Insurance Cover: Flipkart will sponsor and extend the current Medical Insurance cover for the family for a period of 60 months.

Financial Planning Assistance: To support strong and independent financial planning for the future, Flipkart will facilitate professional financial assistance programs for the family of the deceased employee.

Accelerated ESOP vesting: Flipkart will also enable an accelerated ESOP vesting and future liquidation opportunity, as needed. The company will also cover the one-time cost of an independent financial planner.

VACCINATION DRIVES

Flipkart continues to work with hospital partners and local authorities to arrange for vaccinations for all employees across the country over the next two months. Over 15,000 employees and their families have been vaccinated to date. Flipkart will cover the full vaccination cost for employees and 5 dependants each.

OPPO India donates 1000 oxygen concentrators to various cities in Uttar Pradesh

Helping India stay strong in the battle against the second wave of COVID 19, OPPO India has distributed 1000 oxygen concentrators across



various hospitals in cities like Lucknow, Gautam Buddha Nagar, Ghaziabad, Hapur, Meerut, Baghpat, Bulandshahr, Shamli, and Agra to support

the covid relief measures.

Commenting on the initiative, Damyant Singh Khanoria, CMO, OPPO India, said, "The current time is a reminder for all of us to stand united and fight this together. This is a small step from OPPO India in this bigger battle of overcoming such testing times by supporting our community in every possible way. OPPO stands with India and will continue supporting it in overcoming this adversity."

Thanking OPPO India, Arvind Kumar, Additional Chief Secretary, Govt of Uttar Pradesh said, "We are thankful to OPPO India for extending their support to the state of Uttar Pradesh. Each and every contribution is important in our battle towards COVID 19 and the efforts made by OPPO will go a long way in saving multiple valuable lives across the different cities in the state."

LTI Initiates Multi-City Vaccination Drive for Employees and their Family Members



Larsen & Toubro Infotech, a global technology consulting and digital solutions company has initiated the vaccination drive for its employees and their family members under its 'Break the chain' initiative. This initiative is a part of LTI's comprehensive COVID 19 preparedness program to ensure safety and well-being of its workforce as well as their immediate dependents.

The vaccination drive for employees kick-started today at LTI's Pune – Hinjewadi campus and will be conducted at its other facilities spread across the country (Powai, Mahape, Bengaluru, Hyderabad, Chennai and Delhi/NCR). LTI has partnered with leading healthcare service providers including Jehangir Hospital, Manipal Hospital, Reliance Hospital, Apollo Hospitals, and Sarvodya Hospital to support this initiative.

LTI is following a 2 pronged approach to support its employees during the pandemic: Help & Support and Communicate & Engage. The first step is to help and support as well as address wellness related issues of all employees. The second step involves counselling for employees to overcome anxiety due to prevailing chaotic situation and offer support for their overall well-being.

Quick Heal's Arogya Yan reaches Raigad; donates dedicated ambulance

As part of its philanthropic initiative towards improving rural healthcare in India, Quick Heal Foundation, the CSR arm of Quick Heal Technologies, has made a generous contribution to RSS Jankalyan Samiti, Panvel. In addition, as part of its 'Arogya



Yan' initiative, Quick Heal has donated a brand-new ambulance to offer better healthcare services to the tribal population living in the Raigad district. RSS Jankalyan Samiti works towards providing healthcare facilities and organizes regular health check-up plans for the underprivileged people in the region.

The donation ceremony was held in the presence of the MD & CEO of Quick Heal Technologies – Dr. Kailash Katkar, Mrs. Anupama Katkar, the brain behind Arogya Yan and Quick Heal's CSR activities, Mr. Vitthal Dake (Deputy Commissioner Panvel PMC), Mr. Dhairyasheel Jadhav (Asst. Commissioner Panvel PMC), Dr. Ravindra Satalkar, RSS Jankalyan Samiti Maharashtra State chairman & Shri Vinayak Dambir Vice Chairman

Quick Heal's state-of-the-art 'Arogya Yan' will serve the tribal population hailing from the Raigad district, including villages and Adivasi hamlets such as Nera, Tower wadi, Dodhani, Satichwadi, Tamsai, Waghachi wadi, Ransai, Dhamani, Maldunge Savansai, Chinchavali, and Gadeshwar. It will help doctors and patients transport from far-flung areas and give the tribal population in Raigad district access to basic healthcare services like routine check-ups, diagnosis, and treatments.

Wipro to get access to a total of 100,000 doses of vaccines for its employees

Bengaluru-based IT major Wipro said that it expects to get access to a total of 100,000 doses of vaccines for its employees and their dependents. And it will begin vaccination in early June.



The company in a statement said that it has partnered with top-tier hospitals and a tech-enabled online-to-offline delivery platform specializing in primary care and urgent response services to provide COVID-19 vaccination support to its India-based employees. "Wipro expects to have access to a total of 100,000 doses of three vaccines – Covishield, Covaxin and Sputnik V — as the first tranche for the exclusive use of our employees and their dependents (spouse and children)," said the statement. Vaccination services will be provided free of charge and will be administered both at its campuses and at partner hospitals around the country. The partner hospitals together have a presence in over 140 locations across the country.

"This is in addition to the Covid vaccination support that we have extended to all eligible employees through the NOW – Nurturing our Wellness – platform," said the statement.

Indian IT firms have all stated that they are trying to procure vaccines for their employees.

Initiatives by HPE in India for its employees during the COVID-19 pandemic

As a company whose purpose is to advance the way people live and work, Hewlett Packard Enterprise (HPE) has announced the following initiatives for the health, safety and welfare of its employees in India during the COVID-19 pandemic.

- **COVID Reference Guide:** This provides employees with necessary support on hospitalization, medical insurance, 24x7 telemedicine and other wellness resources.
- **COVID Care Isolation Facility:** The company has worked with Apollo Hospitals to set-up 45 isolation beds across Bengaluru, Chennai, Gurugram/Delhi and Mumbai
- **HPE COVID Care & Critical Care Center:** HPE is in the process of setting up an 80-bed isolation center which will include critical care facilities in Bengaluru and Chennai. These centers will convert large hotels into COVID-19 care facilities equipped with oxygen beds and limited Intensive Care Units and will be staffed around the clock by doctors, nurses and paramedics.
- **Oxygen Concentrators:** The company has pro-

cured oxygen concentrators and is working to get these deployed through paramedic staff to employees across Bengaluru, Chennai, Gurugram and Mumbai.

- **Enhanced COVID-19 Vaccination Reimbursement:** Covering the full out-of-pocket costs for vaccination at private medical clinics for employees and their immediate family members
- **HPE Core Team:** Internal volunteers to augment the HPE India COVID-19 support efforts by helping team members and their family members with assistance in hospitalization
- **Financial Assistance:** A team member financial assistance fund to help employees with related COVID-19 care
- **Emotional Assistance:** Availability of several support resources including webcasts related to COVID-19 prevention and care, advice on mental and physical wellness, and free personalized counselling and support services for team members and their families through the company's Employee Assistance Program.

"Mission Breathe" launched by Supertron Foundation for Covid 19 patients

India is going through a catastrophe. Owing to the nationwide oxygen shortage, the second wave of the Covid-19 pandemic has left its citizens gasping for breathe. This is the time when corporate and medium scale entrepreneurs should rope in all the resources they can to save these precious lives.

Supertron Foundation has always been on the forefront when it comes to supporting lives and contributing to the welfare of the society in various ways. This time also the Supertron Foundation, the CSR wing of Supertron Electronics Pvt Ltd has taken up a vital role.



V.K. Bhandari, CMD of the Supertron Electronics Pvt Ltd., has launched a campaign Mission Breathe, an initiative whereby the foundation has been providing oxygen concentrators to the Covid affected people and those who are facing severe oxygen crisis. As Mr. Bhandari said, "I consider this is our moral responsibility, to stand beside our fellow beings and do whatever we can to save the lives. Therefore we have taken this initiative of providing oxygen concentrators under Mission Breathe." In its first phase, the Foundation is providing oxygen concentrators to the several IT association-such as PCIT (Delhi), AIT (Bangalore), COMPASS (Kolkata) and trade association CWBTA, Kolkata. This is just the beginning the foundation has plans to extend its support as widely as possible towards the pandemic effected people.

Piramal Foundation to invest INR 100 crores towards COVID Relief in Aspirational Districts in Partnership with Niti Aayog

Piramal Foundation, the philanthropic arm of Piramal Enterprises Limited (PEL), has launched significant initiatives to address the devastating impact of the second wave of Covid in India's Aspirational Districts. To address the current emergency due to the second wave of Covid-19, the Foundation, will set up 100 Covid Care Centres in rural and tribal blocks across 25 of the worst affected Aspirational districts, and Home Care Support to the tribal and rural population with poor access to health services in 112 Aspirational districts across India in partnership with Niti Aayog. Piramal Foundation will invest INR 100 crores towards COVID Relief in the Aspirational Districts, in Partnership with Niti Aayog.



The intervention seeks to reach 2 million people in 1143 blocks through a network of 1000+ NGOs

and over 1 lac volunteers. In Maharashtra alone, it aims to reach 1.25 lakh people in 32 blocks of 4 Aspirational Districts of Gadchiroli, Nandurbar, Osmanabad and Washim.

Dr. Swati Piramal, Public Health Expert and Vice-Chairperson Piramal Enterprises Limited said, "As the pandemic spreads rapidly from urban areas to the rural hinterlands, containing the second wave of COVID-19 and curtailing the severity of a third wave is the top priority of the Government. With its limited public health infrastructure and lack of skilled personnel, the rural health system is not adequately equipped to manage a surge in cases. There is a need for urgent and innovative action to address this gap. 'Anamaya', the Tribal Health Collaborative and other Piramal Foundation initiatives will help reduce the burden on the system and improve access to healthcare for the rural and tribal communities."

Capgemini rolls out Covid-19 on-prem vaccination drive for its 125,000 employees

Capgemini rolls out on-prem vaccination drive for its 125,000 employees and dependents in association with health and security partner International SOS across India. Under the Capgemini L.I.F.E (Leading Inoculations for Employees and Families) program, Capgemini is tying up with several hospitals and NGOs across India to ensure the highest safety norms are maintained during the vaccination procedures. Capgemini has partnered with Aditya Birla, Reliance, Apollo, MGM and Rainbow to facilitate the vaccination drives across Mumbai, Pune, Bangalore, Chennai, Kolkata and NCR. Capgemini is planning to expand the vaccination drive to other locations in the coming weeks.

Capgemini's highest priority is the health and well-being of its colleagues, and in line with this ethos, earlier this year Capgemini announced to cover the cost of coronavirus vaccines of all eligible employees and their dependents in strict accordance with all Government-approved protocols.

Additionally, Capgemini is tying up with 200+ hospitals across Capgemini India locations for off-premise vaccination drives to cover vaccination for as many employees as possible. Capgemini is extending all possible efforts to get its employees and their dependents vaccinated in a safe and seamless manner.

IBM India's volunteer teams honored for contributing to sustainable education during Covid

IBM is recognizing three teams from India in its annual Volunteer Excellence Awards for their innovative work in making education more accessible during the pandemic being innovative in their community volunteering during 2020.



The initiatives and people being recognized include a 10-person team providing remote mentoring for girl students, a 43-member team that recorded audiobooks for visually challenged learners, and a 12-person team conducting webinars for technology students to sustain education projects during Covid lockdowns.

"The Volunteer Excellence Awards recognizes the contributions of those who have truly gone above and beyond in their duties. I'm proud that three of our teams have been selected this year which is a testament to the selfless commitment of our volunteers in driving societal change. We are continuing these efforts during the second wave, with over 2000 IBM volunteers working around the clock to help IBMers, their families, and the community. We have formed volunteer squads to take requests for hospital beds, ICUs, oxygen requirements, ambulances, medicines, and more and direct them towards verified and available resources. These squads help save lives by quickly triaging requests and ensuring they are matched to resources available nationally," said **Manoj Balachandran, CSR Leader, IBM India/South Asia.**

How Channel Partners Are Geared Up For Business

As various State Governments have announced unlock in a phased manner after the horrific second wave of the COVID-19 pandemic, channel partners across the country are now geared up to restart their business in full capacity. However, unlike the explosion in demand for IT hardware solutions post-first unlock phase, partners do not expect a similar surge this time. RP tech India reached out to prominent partners across the regions to understand business prospects, challenges and opportunities post-unlock 2.0.

IT helped people survive the Pandemic

The IT sector played a crucial role during the COVID-19 pandemic. It was one of the industry, which grew multi-fold during the crisis due to an exponential increase in demand for IT hardware solutions and rapid adoption of digital services. Channel partners played a critical role in the fulfilment of IT hardware solutions and related services to various strategic institutions such as banks, hospitals, small and medium scale businesses etc. IT helped people continue their business and survive through the global slowdown. Partners say that the trend will continue post-pandemic and more organizations will embrace digitization to match the global pace.

Biren Yadav, Managing Director of Mumbai based Bluecom Infotech Pvt Ltd says that every component of the IT business will grow consistently for the next couple of years. "We are surviving this pandemic because of IT and the industry is contributing towards the community to tackle the pandemic. As far as Bluecom Infotech is concerned, we are the system integration company and we serve some of the premier institutions in India. We were functioning during the lockdown as well and we were serving the community by supplying critical IT solutions to

companies", he says.

Adding further he says, "IT is an essential element of any business and I don't think the demand will go down post-pandemic. People will continue to explore the digital mediums to get their IT in place to match the world pace.

No big boom but gradual business

Partners say that, unlike the first unlock phase, the demand for computing hardware will not see a sudden spike this time but the regular retail business will pick up gradually over the months. Though a majority of State governments have lifted restrictions, there are certain regions, which are still under lockdown and hence, there is a challenge of product availability and price. Assam based Vikash Agarwal, Director of Universal Systems who supplies IT products in the entire Northeast region says that markets are operating with limited capacity and most of the fulfilment of the product have already happened last year. Hence, there will not be a sudden surge in the business post unlock.

"Contrary to the big boom in demand we saw during the last unlock phase, this year the scenario is different. Most of the buying has already happened, especially in the online learning segment. However, there is little demand from the regular retail segment. Once the working hours increase and the regular transportation resumes, we expect a rise in the demand. We expect business from the Government and Corporate sectors but price rise and scarcity of products remain the main challenges", he says.

Free movement of goods critical for business

Partners say that free intra-state and inter-state movement of goods is very critical for business. They say it is important for partners to maintain sufficient stock of products to meet consumers' demand.

"Our entire business in the Government was stuck during the first lockdown due to restrictions on transportation and physical movement. However, this time the Government allowed transportation of essential commodities including IT. Therefore, we were able to execute the B2B orders in the Government segment. This was a good step of the government, which enabled us to do the business", says Mukesh Agarwal, owner of Lucknow based BM Computers.

WFH/LFH continue to drive business

Last year the industry had seen tremendous demand for WFH and LFH solutions from the consumer and SOHO segment. But this year the demand will be limited as the majority of consumers have already bought the products. However, WFH and LFH will continue to drive the IT business along with Government and Corporate sector as many people embrace digital technologies.

"Unlike the last lockdown, the demand for IT will not rise exponentially during this unlock phase. The demand will rise in the next one month but after that, it will again go into stagnancy. Therefore, the situation is critical but we are optimistic with the business in hard drives, computer peripherals and accessories. Notebooks, tablets, laptops, headphones, webcams are some of the products, which are currently high in demand and we will continue to generate revenue through these product segments", says Jinkesh, Director of Chennai based Samkit Infotech.

The COVID-19 pandemic is here to stay for the next couple of years and technology is going to be a game-changer in terms of how we adapt to the new normal. Therefore, it will be interesting to see how channel partners leverage the opportunity and grow their business.

Savex Technologies sets foot in India's Customer Experience Industry with Zoom Solutions

Savex Technologies Private Limited, the third largest information and communication technology distributor in India announced it is teaming up with Zoom Video Communications, Inc. a global leader in solutions to enhance and simplify communications



and collaboration.

This alliance gives Savex Technologies' extensive community of over 10,000 reseller partners access to industry-leading collaboration solutions to meet new and constantly changing customer expectations and create memorable experiences.

With this agreement, Savex Technologies sets foot in the customer experience and workstream collaboration industry in India. Zoom is headquartered in San Jose, California and offers a secure, reliable video platform to power all of your communication needs. Zoom offers everything from meetings, chat, phone, and webinars to conference room systems and online events.

Raunak Jagasia, Director Enterprise Business and Alliance at Savex Technologies Pvt. Ltd. said, "We are extremely pleased to collaborate with Zoom and leverage its evolving portfolio. The new world of remote work has encouraged enterprise leaders to transform the way they function by leaning more on communication tools to stay connected. We appreciate Zoom's customer focus and believe that our strategic relationship will enable us to address rapidly expanding market opportunities, and accelerate business growth with its secure, frictionless, and easy-to-use solution for businesses of all sizes."

World's Best Processor for Thin-and-Light Windows Laptops Just Got Better



At Computex 2021, Intel announced two new additions to the lineup of 11th Gen Intel® Core™ processors. These new processors, combined with Intel's co-engineering work with independent software vendors (ISVs) and original equipment manufacturers (OEMs), continue Intel's leadership in mobile compute — delivering the world's best processors for thin-and-light Windows-based laptops.¹ Intel also introduced its first 5G product for the next generation of PC experiences, Intel® 5G Solution 5000, following the previously announced collaboration with MediaTek and Fibocom.

"We've taken the world's best processor for thin-and-light Windows laptops and made the experience even better with the addition of our two new 11th Gen Intel Core processors with Intel® Iris® Xe graphics. In addition, we know real-world performance and connectivity are vital to our partners and the people who rely on PCs every day, so we're continuing that momentum with more platform capabilities and choice in the market with the launch of our first 5G product for PCs: the Intel 5G Solution 5000."

—Chris Walker, Intel corporate vice president and general manager of Mobility Client Platforms

Why It Matters: Widespread pandemic-driven requirements for working and studying at home have proven that mobility, performance and connectivity are essential to modern PC experiences. As the world embarks on the next stages of hybrid work-learn-play models, advancements in mobile computing support the evolution of how and where people use their devices.

About the New 11th Gen Intel Core Processors: The 11th Gen Intel Core processor family con-

tinues to deliver real-world productivity, collaboration, creation, gaming and entertainment on thin-and-light laptops.

Now 11th Gen Intel Core processor-based laptops deliver:

- Up to 5 gigahertz (GHz) in high-volume thin-and-light designs — an industry first.
- Up to 25% overall application performance advantage over the competition.
- Designs with Intel® Wi-Fi 6/6E (Gig+) for improved connectivity.
- ISV optimizations for up to eight times faster transcoding and up to twice the video editing speed over the competition.
- Impressive 1080p gameplay on new and popular titles, such as Valheim, with up to a 2.7 higher frame rate than that of the competition.

More than 60 designs based on the Intel Core i7-1195G7 and Intel Core i5-1155G7 are expected by this holiday season, with laptops from Acer, ASUS, Lenovo and MSI available this summer. Nearly 250 designs powered by 11th Gen Intel Core U-series processors are expected by this holiday season.

About Intel's Continuing Innovation: Intel's innovation and leadership with the 11th Gen Intel Core family and Intel® Evo™ platform-verified designs continues with leading storage and connectivity technologies that are critical to delivering amazing PC experiences.

Wi-Fi 6E is the most significant update to consumer Wi-Fi in 20 years. Intel delivered the first Wi-Fi 6E solutions for the PC market in early 2021. Select new 11th Gen Intel Core designs will continue to accelerate this industry leadership with best-in-class Intel Wi-Fi 6E (Gig+) products that enable gigabit+ speeds, lower latencies and

enhanced reliability via unencumbered Wi-Fi performance in new 6 GHz bands (where available).

11th Gen Intel Core processor-based platforms combined with the recently launched second-generation Intel® Optane™ memory H20 with solid state storage (SSD) accelerate everyday tasks to management of large media, gaming files and applications with a new level of responsiveness and large storage capacity. SSDs with Intel Optane memory are the fastest, enabling the ability to launch applications, such as Adobe Photoshop, up to 49% faster.²

Intel is continuing to advance PC experiences beyond pure performance as well. With a combination of key platform technologies and system optimizations, Intel Evo platform-verified laptop designs are co-engineered to ensure exceptional responsiveness, long battery life, instant wake and impressive connectivity.

To date, more than 85 Intel Evo designs have launched from top OEMs including Acer, ASUS, Dell, HP, Lenovo, MSI and Samsung, and Intel expects to verify more than 100 designs from over 15 OEMs by the end of this year. Intel has partnered with more than 150 ecosystem partners to create a deeper level of premium mobile computing with plans to invest more than \$50 million in Intel Evo ecosystem innovation this year.

About Intel 5G Solution 5000: Intel introduces its first 5G M.2 solution with worldwide carrier certification. The Intel 5G Solution 5000 delivers nearly five-times speed increases over Intel® Gigabit Long-Term Evolution (LTE) from anywhere.² Intel partnered with MediaTek on product definition, development, certification and support of 5G modem solutions for the next generation of PC experiences and Fibocom to supply 5G M.2 solutions (FM350-GL).

Acer, ASUS and HP are among the first OEMs expected this year to enable modern connected laptops with the Intel 5G Solution 5000 based on 11th Gen Intel® Core™ U- and H-series processors. The momentum continues in 2022 with over 30 designs expected.

The combination of swift, 5G connectivity paired with Intel Wi-Fi 6/6E (Gig+) enable seamless experiences across all network types. As Intel sets a new standard for mobile computing, Wi-Fi and 5G will be the main pillars supporting the pervasive connectivity needs of the future.

The Intel 5G Solution 5000 builds on two recently announced collaborations with ecosystem partners, China Mobile, HP and MediaTek and DoCoMo and HP, to usher a new generation of fully connected PCs.

Innovation, Information and reducing Inequity of care, only way to be one step ahead of virus

Young Indians (Yi) hosted a virtual Round Table session, Beyond the 2nd Wave of COVID 19 on



Saturday 05 June 2021 with experts from WHO, Israel, Singapore, UK, USA, and India. The roundtable recognized how India despite its constraints has overcome the pandemic. The evening helped assimilate key learnings from other nations which have dealt with the impact of the pandemic earlier would help Young Indians build an actionable plan on the way forward for the stakeholders.

Smita Agarwal, National Chair, CII Young Indians, "Young Indians, virtual roundtable was curated to initiate a dialogue on the role of Youth, with a special focus on the actions and behavior that the Youth across the country can initiate and lead over the next 6 months as the world, and India recalibrates to combat COVID and sustain economic growth.

Delivering the keynote address, **Dr Soumya Swaminathan, Chief Scientist, World Health Organisation (WHO)** shared, "If you neglect health then everything can come to a standstill and collapse. Both physical and mental health is central and mental health has been disproportionately affected by the current pandemic. New innovations need to be initiated by the talented youth. Youth

are the future and they need to have a say. Their ideas need to be embraced, assessed, validated and scaled by policy makers."

She further shared how all the sustainable development goals were interconnected with health. "New initiatives should consider all sections of people as those could have positive and negative implications on health of citizens at large".

Professor Leo Yee-Sin, Executive Director, National Centre for Infectious Diseases, Singapore reiterated the importance of vaccination. "The important aspects of Singapore's COVID 19 preparedness for the pandemic included enhanced surveillance, active case finding, containment and reduced importation."

Dr Adini Wiesel Bruria, Head of the Department, Emergency Management and Disaster Medicine, Tel Aviv University shared an interesting insight, "In Israel, the young population between 31 to 40 years was more concerned about the economic issues and health concerns by COVID 19 than the elderly". She added, "Networking, sharing of experiences and insights is important to make communities resilient and able to manage the current pandemic".

"Educationally there has been a huge loss of learning. When some were able to learn at home with the technology, many were not which has created immense inequality", **Prof Dr Paul Roderick, Professor Public Health, University of Southampton** commented from the European

experience.

Dr Vidya Sundareshan, Professor and Chief, Infectious Diseases, SIU School of Medicine, Illinois shared a 3 pronged plan of, "acknowledging that vaccine hesitancy is a worldwide reality, adapting all policies as relevant to the local population is a must with eliminating disinformation infodemic"

.Dr Jacob John, Professor, Community Medicine, Christian Medical College, Vellore, brought the India context and specific to children suggested. "Children have a small but definite risk. Teaching them to comply with masking is challenging, but even partial compliance will help. Until significant numbers are vaccinated, we need to be cautious with opening schools and ensure they get exercise and keep them outdoors as much as possible"

The virtual roundtable culminated with **Diah Samarsih, Youth Envoy of the DG WHO**, culminated with an invitation for organisations working with the youth needed to be central to the policy and advocacy.

CII-Yi is a movement for Indian Youth to converge, lead, co-create and influence India's future. Formed in 2002, Yi has over 3600 direct members in 55 chapters, and 29500 students YUVA members from colleges. Yi membership includes young entrepreneurs, professionals and achievers from different walks of life. Through impactful projects and activities under "Youth Leadership", "Nation Building" and "Thought Leadership", Yi hopes to emerge as a premier Indian Youth Organization and play an important role in Nation Building. Yi is one of the proud founders of the G20 Young Entrepreneurs Alliance (G20) & CAYE- Asia Pacific.

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