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# Apple Achieves Record June Quarter Shipments, Xiaomi Becomes the Second-Largest Smartphone Brand Globally

- Global smartphone market grew 19% YoY but declined by 7% QoQ as 329 million units were shipped, led by Samsung.
- Xiaomi eclipses 50 million smartphones, becoming the world's second-largest smartphone brand for the first time ever.
- Samsung retained the number one spot with shipments reaching 58 million units in Q2 2021, however, its market share declined to 18% as compared to 22% in Q1 2021 as its shipments

Highlighting the revenue dynamics, Research Analyst, Aman Chaudhary noted, "Global smartphone wholesale shipment revenues eclipsed \$96 billion\*, up 25% YoY but declined 16% sequentially. This comes at a time when the industry was facing supply constraints. Apple captured a record second-quarter revenue share of 41% driven by continuing demand for the iPhone 12 Series followed by Samsung, OPPO, Xiaomi and vivo. However, Xiaomi had a strong quarter

9 and Note 10 series. Demand for its premium Mi 11 series remained strong as well. This mix of premium and lower-to-mid segment devices enabled Xiaomi to achieve its highest-ever smartphone revenue in Q2 2021.

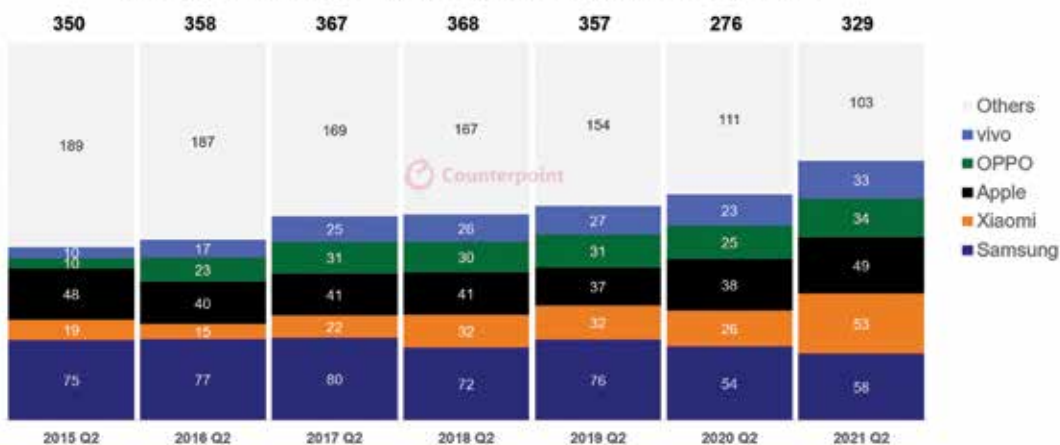
• Apple's smartphone shipments fell by 18% QoQ but grew by 30% YoY to reach 48.9 million units in Q2 2021. This is because demand for iPhone 12 series remained high while its supply was not hit as severely by chip shortages because of its strong industry relationships, careful supply chain management, expedited shipping, and ability to cut days from factory to point-of-sale. Apple saw its revenue increase by 52% YoY.

• OPPO's shipments declined by 12% QoQ to 33.6 million units in Q2 2021. Its market share declined to 10% compared with last quarter's 11%. However, driven by its global expansion and steady performance in China, it saw a growth of 37% compared with the same quarter last year when it enjoyed 9% market share. Following the shipment trends, OPPO's YoY revenue also declined by 10% QoQ while increasing by over 50% YoY.

• vivo's shipments declined by 8% QoQ but grew by 44% YoY to reach 32.5 million units in Q2 2021. vivo's growth was driven by a strong performance in the China market, where it has retained the leadership position for a second consecutive quarter. vivo saw a quarterly decline in revenues of 10%, in line with the decline in its shipments over the same period. However, it saw YoY revenue growth of 69% driven by solid performances of its mid-tier models such as S9, Y52s and Y31.

• Among other major OEMs, OnePlus, realme, and Lenovo Group grew the fastest. OnePlus grew by 170% YoY in Q2 2021 with its Nord N series doing particularly well in the North America and Western Europe markets. realme grew by

Global Smartphone OEM Shipments (Millions of Units)



declined by 24% QoQ.

- realme grew by 135% YoY and 17% QoQ, crossing cumulative shipments of 100 million smartphones since its entry into the smartphone market.
- Global smartphone shipment revenues grew by 25% YoY to \$96 billion in Q2 2021 setting a second-quarter record.

Global smartphone shipments declined by 7% QoQ in Q2 2021, according to the latest research from Counterpoint's Market Monitor service. This was primarily due to ongoing component shortages as well as the implementation or extension of COVID-19 restrictions across Asia and Europe. Shipments, however, grew by 19% YoY as inoculation rates increased in several major economies preventing the need for lockdowns as stringent as those seen in the same quarter of last year.

Commenting on OEM rankings, Research Director, Tarun Pathak noted, "While Samsung retained the top spot, its market share fell by over 3% to 18% in Q2 2021. Shipments were down due to weak seasonal demand in some of its key regions such as India, Central and Latin America and Southeast Asia followed by production disruption in Vietnam due to COVID-19. Xiaomi had its best-ever quarter as it was able to increase its market share in China, Southeast Asia and Europe. While Apple fell to the third spot, it captured record second-quarter shipments thanks to persistent demand and supply for its iPhone 12 series. OPPO and vivo retained their spots in the top five as OPPO continued expanding to overseas markets and vivo managed to lead the China market for the second quarter in a row."

in terms of revenue as well, becoming the only brand within the top five to grow its revenue sequentially. It captured its highest-ever revenue share of over 9% driven by the strong performance of Redmi Note and the Mi 11 series."

Commenting on Xiaomi's record shipments, Senior Analyst, Harmeet Singh Walia noted, "Xiaomi crossed 50 million shipments for the first time ever driven by a combination of premium and low-to-mid price segment devices. Xiaomi's exceptional performance comes despite a decline in India due to the spread of new COVID-19 variants. The increased shipments can be attributed to its growth in regions including Europe, Southeast Asia and Central and Latin America where it captured market share vacated by Samsung and Huawei. Southeast Asia and Europe were bright spots for Xiaomi as demand for mid-tier devices increased during the quarter."

## Key Takeaways:

- Samsung's quarterly shipments declined by 24% QoQ and grew by a meagre 7% YoY reaching 57.9 million units in Q2 2021 due to supply constraints. Samsung's revenue fell by 30% QoQ despite increasing by 7% YoY in Q2 2021. Samsung is diversifying its product mix and channel strategy in regions such as India, Europe and Central and Latin America. Samsung has also shifted focus towards premium devices over the mid-range series on the supply side in regions such as the US where supply constraints and low inventory limited its growth.
- Xiaomi recorded a QoQ shipment growth of 8% while its shipments grew by a staggering 98% YoY driven by the strong demand for Redmi 9, Note

Global Smartphone OEM Revenue Share



135% YoY in Q2 2021 as a result of its continuing success in China as well as its expansion in Southeast Asia where its C-series, launched in March this year, did exceptionally well. realme also reached the landmark of hitting 100 million in cumulative shipments since launch. Apart from this, it also reached 50 million units in cumulative shipments in India during the quarter, the fastest by any brand so far in India. Lenovo Group grew by 110% thanks to the success of its Moto E7 Plus in Latin America and Moto G Play 2021 in North America.

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# COVID-19 IS ACCELERATING THE SHIFT TO EDGE COMPUTING

The COVID-19 pandemic and associated lockdowns have spurred fundamental changes in the ways we live and work. They have also exposed some weaknesses in the broader IT architectures that supports us in our day-to-day life.

Some of the changes, including remote work, more virtual collaboration, increased video streaming, an



ongoing rise in online gaming, and an increased need for data security are likely to last long after pandemic passes.

Meanwhile, the infrastructure shift towards intelligent edge computing will be widely accelerated.

One of the applications created in response to COVID-19 is the real-time mask and social distancing identification. One of the most effective prevention measures is to wear a mask in crowded places while maintaining physical distance. To help enforce these measures and generate data on habits, governments and other orgs explored and deployed automated, real-time detection methods. See Lenovo's work with UNC Chapel Hill, for example. High data transmission speed and low latency enabled by edge computing supports real-time image and video handling with deep learning and other intelligent technologies to support public health precautions.

COVID-19 also changed the way we work, making remote work or working from home "the new normal"—what we've called the remote revolution. Many companies already stated they will not return to the old ways of working even when the pandemic danger has passed. Bring Your Own Device (BYOD) policies can help lessen the need for spending on hardware devices company wide. This enables employees to use their personal devices from home, and that—combined with edge computing and Virtual Desktop Infrastructure (VDI)—makes for less expensive and more flexible work operations. Perhaps even more importantly, our culture has changed—and this shift has been further catalyzed by the ongoing pandemic changing expectations for both employers and employees.

Beyond the two use cases above, we also see new trends in online shopping, gaming, and entertainment, which are becoming the new gold standard for consumption, driven in part by lockdown policies. These new ways of consuming media bring new challenges to traditional IT infrastructure. As more and more customer workloads require fast response and interlocks, edge computing is the most efficient way to address new challenges like reducing response time, providing better customer experiences, and reducing the bandwidth requirement from edge to cloud to help optimize OPEX and CPEX from the networking infrastructure side. Edge computing is also helping transform smart

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cities, which can also help provide a quicker response to a public emergency crisis like COVID-19 by bringing computing, storage, and artificial intelligence/machine learning technologies to where data is being generated: e.g. public emergency healthcare, public security, public transportation, remote education, etc.

Coming out of the COVID outbreak, leaders are upgrading their business with the help of edge computing. Because of its advantages, edge computing is rapidly becoming a focus not only for emergency use cases such as COVID-19, but also for the intelligent evolution of industry.

## Economic recovery continues to strengthen

With continuing moderation in the global COVID-19 case count, the world is gradually moving towards recovery. The IMF expects the global economy to grow at 6.0% in 2021 after it contracted by 3.2% in 2020. The US is leading the way in global recovery as the impact of



the pandemic recedes, bolstered by large scale stimulus, investment in infrastructure and exports.

However, it is not yet clear that the pandemic will continue to recede, given that the pace of vaccination has slowed down in the US. In emerging Asia, there has been an increase in the number of cases in countries such as Indonesia and China, leading to curbs on economic activity. The IMF has marked down their forecast for emerging and developing countries while revising up the forecast for advanced economies.

The recovery in most economies, including India, is dependent on increasing the pace of vaccinations against new variants of COVID-19. India has been moving ahead with the task of vaccination at a brisk pace with around 47 crore doses been administered as of end-July 2021. About 33% of the adult population have been inoculated with the first dose and nearly 10% of the adult population have been fully vaccinated. Given the large size of India's population, a key challenge is to reach the vaccine to the

remote corners of the country and to overcome vaccine hesitancy among certain sections. Till then, fear of a third wave will present hurdles to a complete recovery.

That said, it is evident that the economic damage from the second wave has been far less than that from the first wave. Data points from the first quarter of FY22 are much better than the same period of the previous year, simply due to the base effect. In June 2021, GST collection fell below the INR 1 Lakh crore mark but has recovered again in July to Rs 1.16 lakh crore, pointing towards a continuing recovery.

With widespread resumption of economic activity, and a strong base effect, GDP is expected to grow at 9.5% in 2021-22. However, this would take the economy to a level only slightly above that in 2019-20. Any further improvement will be dependent on the level of consumer demand that has been severely impacted by the loss of livelihoods due to the successive waves of the pandemic.

The performance of agriculture is a key determinant of rural income and demand in a country where over half the population is dependent on agriculture. The monsoon rainfall is gradually coming back to normal though the temporal and regional distribution remains uneven, leading to uncertainty in the kharif crop sowing season. As of 30th July, the total crop sown area has declined by almost 6% as compared to previous year.

Another risk is the rise in the price of base metals

and energy which are key inputs for industry. The price of steel and iron ore have jumped sharply over the past 12 months. Fuel prices have surged globally, leading to increases at the retail level as well. Lower taxes on fuel are recommended to ease the pressure on incomes, allowing for a faster revival in consumer sentiment and spending while containing inflation.

India's retail inflation (CPI) has printed at 6.3% in June 2021. It was the second time in a row that the inflation rate had surged over and above RBI's threshold of 6% largely as the commodity prices continue to harden.

On a positive note, FDI in India increased by 26.7% in 2020 to touch USD 64.1 billion (as per UNCTAD), at a time when global FDI flow declined by 34.7%. Much of this was driven by cross border M&As, which surged 83% to USD 27 Billion with deals in ICT, health, infrastructure and energy. In addition to the surge in capital inflows, India also recorded a surplus in its current account in FY21. As a result, forex reserves have risen to historic highs of over USD 600 billion.

A durable economic recovery would require capacity creation by industry. The RBI has kept interest rates low in order to encourage credit growth while the Government has provided credit guarantees to provide liquidity support. However, businesses are yet to start investing in a big way, given that current capacities are adequate for meeting consumer demand.



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## Savex Technologies Is the National Distributor Bose in India

Savex is proud to announce its partnership with Bose as its national distributor in India. The partnership aims to leverage Savex's large distribution network across India. Savex has been appointed by Bose as a non-exclusive distributor of the products

**BOSE**

with a right to select and appoint Authorized Resellers for the Products in the Territory. Savex will support Bose in developing LFRs, exclusive & multi brand retailers and etailers to market and promote products and services to customers.

Savex shall engage in developing yearly strategic plans, distribution development, marketing, and operational support. Investments shall be made in the market that would con-

tribute to developing the distribution of the products in the country.

Jayant Goradia, Managing Director at Savex Technologies Pvt. Ltd said, "We are glad to collaborate with Bose – a leading Consumer Audio Luxury Brand, best known for home audio systems and popular noise-cancelling headphones. Partners have always been central to our business growth strategy and as we look forward to expand our reach, address the burgeoning market opportunities and accelerate business growth, this strategic partnership will enable us to provide Bose exquisite products to our partner ecosystem to meet new and constantly changing customer expectations, ultimately supporting our mutual customers."

## Lapcare partners get lucky with KIA Seltos, TATA Tiago, iPhones, Laptops and more.



One the most successful and rapidly growing Brand Lapcare conducted the New year Dhamaka Lucky draw event to transparently announce the winners of the scheme that was conducted between December 2020 to February 2021.

The event has blazed the latest and most justified way to conduct a lucky draw in accordance with the post covid norms. The program was live streamed on all the official social media handles, YouTube and official website.

1250 vouchers of participating partners were streamed live from the point of folding up to the moment of announcement. Though the retailers, distributors and dealers were present during the event, Lapcare sticking to its core values, kept no stone unturned to assure partners of the process' transparency.

Interestingly, Lucky draw was the second segment of Lapcare New Year Dhamaka scheme, first segment being assured gifts to all Tier1 partners who qualified for sales in respective slabs.

These gifts included phones, Tablets, Activas, Royal Enfield Bikes and more.

The winning prizes for the lucky draw were segmented amongst north, south, west and east zones. These included 24 laptops, 4 iPhones, and 4 Activas.

The grand prizes for 2 lucky winners were KIA Seltos and TATA Tiago.

While Speaking to the media, Atul Gupta (Chairman- Lapcare) said, "We are delighted to have such brand loyal partners and we thank them for

being with us in our success journey. We would assure mutual growth of everyone associated with us. Congratulations to all the lucky winners."

The grand winners were Netweb Solutions- Bangalore who won a brand-new Kia Seltos and the TATA Tiago was won by Sai Raj Computer & IT Solutions Hyderabad.

Some amongst the zonal prize winners were: In the west, Apple iPhone 11 – Laptop parts Mumbai, Activa- In Source IT Ahmedabad. In South i3 laptop winners were SS Computer shopee-Hyderabad, RX computers- Chennai, AH Infotech- Bangalore. In the North Zone, i3 laptop winners were Vinayak Infoway- Delhi, Acme Computers- Gurgaon, Pragya International, Jaipur & Mark Computer Haridwar won an iPhone. The total tally of winners is 34.

Lapcare as a brand and Rx Infotech have been setting new milestones and crossing them ninth on month, achieving their highest recorded sales in the month of July. Their current market response and trend assures of this graph being vertically up in the times to come.

Lapcare was established in 2007 and currently is the leading brand for IT peripherals, Mobile, laptop and PC accessories. The brand has a strong hold in more than 28 product segments like Laptop and Mobile charging adaptors, Laptop batteries, Printer Toner cartridges, Keyboards, Mouse, Storage/flash products, RAMs, Motherboards, Audio products and more.

## Pantum appoints Ingram Micro as National Distributor for India July, 2021

Pantum International Limited is an international company which develops, manufactures and

**PANTUM**

sells laser printers and toner cartridges. It's

Pantum branded laser printers have advanced core technologies and comprehensive self-developed patent systems. The company aims to provide users with reliable, cost effective and environmentally friendly printing solutions. Pantum printers are currently marketed and distributed in USA, Europe, Middle East, South Africa, China and spread over 80 countries and regions. Recently, Pantum appointed Ingram Micro as national distributor for their entire range of laser printers in India. Ingram Micro helps businesses fully realize the promise of technology™—enabling them maximize the value of the technology that they make, sell or use. With its vast global infrastructure and focus on cloud, mobility, technology lifecycle, supply chain and technology solutions, Ingram Micro enables business partners to operate more efficiently and successfully in the markets they serve.

From June, 2021 Ingram has entered the market with Pantum range of products nationally. Ingram will be catering to the end customers via various channels.

Pantum is now planning for its product release plan of Q3 and Q4. The upcoming models include MPS Models, BP 5100 series with 40 & 44 ppm and Color laser printer with 18 ppm.

## Cisco promotes Daisy Chittilapilly as President of India & SAARC

Cisco has announced the appointment of Daisy Chittilapilly as the new President of its India &



SAARC theatre. Daisy is taking over from Sameer Garde, who recently announced his decision to join the social sector after four years at Cisco.

With over 25 years of experience in the technology industry, including 17 years of leadership experience at Cisco, Daisy has a proven track record of transforming operations and cultures to drive growth at scale. As President of the India & SAARC theater, she will be responsible for strategy and sales, operations, and investments to drive long-term growth in the region. Daisy will start her new role from 1 August 2021, which also marks the beginning of Cisco's new financial year.

Daisy most recently held the position of Managing Director for Cisco's Digital Transformation Office, where she worked with customers to capture and scale opportunities emerging in the digital world. In addition, as the leader of Software & Services Sales, she worked with partners to accelerate Cisco's transition towards software and subscription-based offerings.

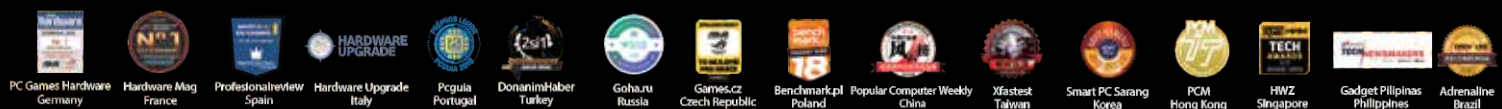
"Daisy's appointment comes at a time when Cisco is looking at India & SAARC as an engine of innovation and growth. With businesses across the region looking to capture the economic rebound, her wealth of experience and knowledge in digitally enabling organizations.





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## Tata Teleservices and Zoom Partner to Provide Unified Communications Solutions to Enterprises

Tata Teleservices, country's leading digital services provider has teamed up with Zoom Video Communications, Inc., the world's leading frictionless video-first communications platform to offer an intuitive, scalable, and secure communications solution to enterprises and individuals alike. Tata Teleservices will leverage Zoom's robust and secure platform to address the growing collaboration requirements of Enterprises for seamless unified communications.



Elaborating on the partnership, **Vishal Rally, Senior Vice President – Product & Marketing, Tata Teleservices** said, "At Tata Teleservices, we encourage businesses to have a 'digital first' mindset and take to them solutions that accelerate and improve their customer experience. We are happy to collaborate with Zoom to offer Enterprises a seamless and superior Unified Video Communications experience on our state-of-the-art, high-capacity digi-

tal connectivity Network. We are delighted to be Zoom's preferred Partner in India and look forward to introducing more of their innovative Collaboration solutions to the Indian market."



**Sameer Raje, General Manager & Head of India, Zoom**, added, "We are excited to partner with Tata Teleservices and offer their growing customer base our highly intuitive, secure and all-inclusive video-first communications platform that enables them to have cross-functional meetings spanning continents in real time. Zoom is invested in and committed to India, and we are very proud to help many Indian businesses, hospitals, academia, and other organizations stay connected. Together with Tata Teleservices' robust network and reach, we plan to provide a world-class video communications experience and extend our footprint in India, while meeting the new and constantly changing needs of the local market."

## Route Mobile Limited partners with Comviva Technologies Limited

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 a long-term partnership with Comviva Technologies Limited ("Comviva") to provide advanced Blockchain Solutions for Global Telecom Companies. The DLT (Distributed Ledger Technology) system, which is in line with TRAI (Telecom Regulatory Authority of India), will empower Route Mobile to help Telecom Operators mitigate unsolicited commercial communication (UCC), enable compliance and adherence to the regulations, ensure better governance and create new avenues for monetization.



**Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited** said, "Blockchain as a technology offers limitless possibilities for organizations, especially in regulated industries, given their

advanced security and data privacy features." He further added, "Comviva's DLT system will enable us to provide a unified ecosystem for Telcos as well as telemarketers to operate in a secured environment, and accelerate their revenue yield."



**Deshbandhu Bansal, Chief Operating Officer and Head of Messaging Business at Comviva Technologies Limited** said, "Blockchain technology is being implemented across industries for various use-cases of fraud management, digital identity, information management, etc. by using the decentralized nature of digital transformation technologies." He further added, "With Comviva's deep Technology expertise and Communication domain knowledge, we are excited to partner with Route Mobile to enable secure Messaging for the Telcos and their customers globally using Blockchain – based DLT platform."

## Reliance Retail Ventures Limited Announces Acquisition Of Controlling Stake in JUST DIAL

Reliance Retail Ventures Private Limited, a retail subsidiary of Reliance Industries Limited on Friday (July 16, 2021) has acquired a controlling stake in Just Dial, a 25-year-old Internet search and discovery platform for INR 3,497 Cr.

Speaking on this transaction, **Ms Isha Ambani, Director of RRVL**, said "Reliance is excited to partner with Justdial and Mr. VSS Mani, a first-generation entrepreneur, who has created a strong business through his business acumen and perseverance. The investment in Just Dial underlines our commitment to New Commerce by further boosting the digital ecosystem for millions of our partner merchants, micro, small and medium enterprises. We look forward to working



with the highly experienced management team of Just Dial as we further expand the business going forward."

**VSS Mani, Founder and CEO at Justdial**, said



"Nearly 25 years ago, we had a vision to build a connected single platform dedicated to providing fast, free, reliable and comprehensive information to our users and connect buyers to sellers. Our vision has evolved to not only provide search and discovery but drive commerce across merchants through our B2B platform and enable further consumer to merchant commerce given our platform engagement. Our strategic partnership with Reliance enables us to realize this vision and transform the business going forward."

## BYJU'S acquires Professional and Higher Educational Startup, Great Learning for \$600 million

BYJU'S, the world's leading edtech company, with 100 million registered students on its flagship learning app acquired Singapore headquartered Great Learning, a leading global player in the professional and higher education segment in a transaction valued at USD 600 million comprising cash, stock and earnout. It has earmarked a further \$400 million of investment into this segment towards accelerating Great Learning's growth. The acquisition marks BYJU'S strong push into the professional upskilling and life-long learning space globally with a total commitment of \$1 billion, expanding its offerings beyond the K12 and test prep segments, and further accelerating the company's growth plans. This partnership brings together BYJU'S technology and content expertise with Great Learning's sought-after professional courses at a significant time when the COVID-19 pandemic and evolving industry dynamics have encouraged professionals in India and globally to upskill themselves.

**Byju Raveendran, Founder, and CEO, BYJU'S** said, "Empowering learners with the right futuristic



skills forms a fundamental part of our vision. Great Learning is a globally recognized and reputed professional education company and this partnership expands our reach into this new segment. We are united in our mission to provide professionals with high-quality and industry-relevant learning programs in this competitive global economy. With our combined strength, we aim to become a global market leader in this segment."

## OutSystems Adds Atlassian VP and Former Microsoft Leader Anu Bharadwaj to Board of Directors

OutSystems, a global leader in modern application development, announced it has appointed **Anu Bharadwaj, Vice President of Product**



at Atlassian, to its board of directors. Anu joins the OutSystems board with nearly 20 years of experience driving product strategy for businesses in various stages of growth, including leading Atlassian's transition to the cloud and Microsoft's Visual Studio Application Lifecycle Management (ALM) team.

As the Vice President of Product at Atlassian, Anu leads the Enterprise Cloud business and Data Center business across Jira, Confluence, Bitbucket, and other product lines. She also led the global team that transitioned Atlassian's massive on-premise solution to a modern cloud platform. Anu is passionate about making the world a better place through technology and philanthropy, serving as the Chairperson of Atlassian Foundation, a nonprofit that funds education projects for underprivileged kids worldwide. Prior to joining Atlassian, Anu spent 10 years at Microsoft, where she held various roles in product and engineering and led the Visual Studio ALM team.



## Intel and Airtel Collaborate to Accelerate 5G

Intel and Bharti Airtel ("Airtel"), India's premier communications solutions provider, announced a collaboration to drive network development of 4G and 5G virtualized radio access network (vRAN) and open radio access network (RAN) technology to transform Airtel's networks to reap the full possibilities of 5G for its customers. Work by Intel and Airtel will evolve communications networks from fixed-function equipment to virtualized cloud-native deployments and enable edge-to-cloud communications to power our hyperconnected world.

"Being able to digitally power the vibrant population of India's connected users requires scalable and agile networks that can evolve to address the growing demands of its users. Airtel is delivering their next-generation enhanced network with a breadth of Intel technology, including Intel® Xeon® Scalable processors and FlexRAN software



to optimize RAN workloads with embedded intelligence, to scale their infrastructure and deliver on the promise of a connected India."

**Dan Rodriguez, Intel corporate vice president, Network**

### Platforms Group

"Airtel is delighted to have Intel as a part of its rapidly expanding partner ecosystem for 5G," said



**Randeep Sekhon, Bharti Airtel CTO.** "Intel's cutting-edge technologies and experience will contribute immensely to Airtel's mission of serving India with world-class 5G services. We also look forward to

working with Intel and home-grown companies to unlock India's potential as a global 5G hub."

## Tejas Networks announces a strategic investment from Tata Sons

Patanone and other certain companies of the Tata group would make a Public Announcement to acquire up to 4.03 crore equity shares of Tejas Networks representing 26.00% of the emerging voting capital in accordance with SEBI Takeover Regulations.



Speaking on this transaction, **Saurabh Agrawal, Executive Director of Tata Sons Private Limited,** said, "We are excited to partner with Tejas Networks, India's leading telecom and network company with a strong

DNA of R&D. We look forward to working with the highly experienced management team of Tejas Networks and creating a full stack of globally competitive wireline and wireless products."

**V Balakrishnan, Chairman of Tejas Networks,** said, "We are delighted about our association with the Tata group, which has a long history of building highly successful global businesses of scale. This association provides



us the necessary financial resources, global relationships and strong ecosystem to innovate and scale our business."

## Manish Sharma Promoted as Chairman of Panasonic

Panasonic Corporation has promoted its India business CEO Manish Sharma to the position of Chairman.



Sharma will now assume responsibility of leading the various Panasonic businesses and subsidiaries in India such as operational excellence, appliances company and lifestyle updates business division, a company release said.

An engineering graduate, he is the first Indian and the youngest leader to become an executive officer at the global level for the company which is an elite team of senior leaders for framing future growth plans. Sharma was the erstwhile president & CEO at Panasonic India and South Asia.

"I look forward to strengthening Panasonic's business in the region with a strong partner and customer ecosystem as well as pursuing new opportunities that will propel the company into the next stage of growth," he said.

He had joined Panasonic in 2008 and played a key role in spearheading the growth and transformation of Panasonic India from a consumer electronics company to a technology solutions company. Sharma had initially joined as the brand lead for the consumer electronics and home appliances division.

In 2010, he was elevated to the position of director of sales and marketing, after which he became the managing director of Panasonic India in April 2012, and in 2016, he was moved to the position of CEO of the business.

Prior to this, Sharma has worked with Haier, Samsung, and LG Hotline in the past. He holds an engineering degree from the Bhilai Institute of Technology.



**Sanjay Nayak, CEO and Managing Director at Tejas Networks,** said, "We are privileged to be part of the Tata group, which has a rich legacy as India's most visible and trusted business brand. Tejas Networks was

started with a vision of creating a top-tier global telecom equipment company from India. The association with Tata group will accelerate the realisation of this vision and enable us to address the large market opportunity available to us to build a financially strong global company, backed by a trusted brand. I am fully committed to making this a success and am excited about the next phase of our journey."

Sanjay Nayak shall continue as Managing Director and Chief Executive Officer to lead Tejas Networks along with the existing management team through the next phase of growth.

The preferential allotment of the equity shares and warrants has been approved by the Board of Directors of Tejas Networks and the transactions are subject to shareholders' approval and other customary closing conditions and approvals.

Kotak Mahindra Capital Company Limited is acting as the manager to the open offer and Khaitan & Co is acting as the legal advisor to the transaction.

## IBM Expands Presence in Kerala India

IBM announced that it is working to set up a Software Lab in Kochi, Kerala in India. IBM Software Labs are leading global innovation centers that develop and deliver next-generation software portfolio and cloud offerings.

In a virtual meeting, Honourable Chief Minister of Kerala, Shri Pinarayi Vijayan, **Sandip Patel – Managing Director, IBM India** and **Gaurav Sharma – Vice President, IBM India Software Labs** discussed the role of technology in accelerating the state's



digital mission. During the meeting the Hon. Chief Minister shared his vision of making Kerala a Digital Knowledge Economy, the changes introduced in the IT policy and the role of technology in helping sectors reset and recover from the pandemic. Shri Pinarayi Vijayan also discussed the importance of collaboration between Industries, Government and the Academia to drive growth opportunities within the state.

Speaking on the occasion, Sandip Patel, Managing Director, IBM India said, "IBM India is a microcosm of the IBM corporation committed to furthering the country's vision of Make in India, for India and the World. IBM brings its global best practices to India and we hope to do that in Kerala as well, by building indigenous skills in the state that will create a talent pool for the global marketplace. Expansion in Kerala would provide us access to world-class skills and diversity of talent, drive skills development and enhance employability."

### Flipkart introduces an immersive augmented reality e-commerce experience with Flipkart Camera

Flipkart, India's homegrown e-commerce marketplace, announced the introduction of an immersive e-commerce experience with Flipkart Camera, an Augmented Reality capability on the Flipkart App. This new offering will enable shoppers to leap from 'imagining' to 'experiencing' what a product will look like in reality before making a purchase.

With e-commerce today becoming a part of our lives, there is a need and an opportunity to bring real-life purchasing experiences to customers using technologies such as augmented reality. Flipkart Camera aims to make the online experience more engaging and beneficial for customers and help them make informed decisions.



**Jeyandran Venugopal, Chief Product and Technology Officer at Flipkart,** said, "At Flipkart, we are constantly working towards making e-commerce an inclusive and immersive experience for customers. With the Flipkart Camera feature, we aim to take this experience a notch higher by offering in-house demonstrations of products from the comfort of a consumer's living room, thereby helping them make an informed decision before purchasing. This technology has far-reaching applications and can improve customer experience manifold while also helping customers find the right product fit."

## Digisol Expands Made in India offerings, launches FTTH Products

DIGISOL Systems Ltd., a provider of the IT Networking Solutions expands its Made in India product folio by announcing the launch of DG-GR1321 & DG-GR6010 XPON ONU Routers.



The newly launched -GR1321 is designed to fulfill FTTH and triple play service demands of network operators, while the DG-GR6010 ONU modem is designed to fulfill FTTH ultra-broadband access request of home and SOHO users.

Announcing the launch, Samir Kamat, Head of Systems Engineering, Digisol Systems, Said, "We are thrilled to debut two new made in India FTTH XPON Routers. Demand for FTTH products has gained enormous growth in the recent years considering increasing demand for high speed internet. Our endeavor is to offer best in class wireless products that offers high performance, connectivity & are made in India."

## Vertiv Introduces Industry's Most Expansive Digital IT Management Platform for Enterprise, Distributed, Edge and Hybrid Networks



Vertiv, a global provider of critical digital infrastructure and continuity solutions, introduced the Vertiv™ Avocent® ADX Ecosystem, a next-generation IT management platform that meets the ever-changing needs of the data center. The Avocent ADX Ecosystem is a building block of devices and software designed for today's more complex, hybrid network architectures and to meet the demands of remote workforces, and will be available in all world regions in 2021.

Building on the Avocent foundation and thought leadership that customers have trusted for years, the new Avocent ADX Ecosystem is designed for use in enterprise, edge, cloud, and colocation environments. It supports a secure and robust remote work experience by allowing workers to access and control data quickly and seamlessly, such as required by advanced engineering and design, video editing, and other high resolution streaming applications. The Avocent ADX Ecosystem includes the fastest and most feature-rich 4K KVM on a single device with the most expansive management of IT devices in the market.

## WD Expands Smart Video Surveillance Solutions

Empowering the world's essential data infrastructure, Western Digital Corp. announced the expansion of the WD Purple family with the WD Purple Pro product line for a new generation of advanced AI-enabled recorders and back-end servers.



The worldwide video surveillance camera market is estimated to grow to \$44 billion by 2025, up from \$23.6 billion in 2019, according to IDC. Emerging smart video architectures that capture, store and analyze massive amounts of video data, and perform heavy deep-learning video analytics, are putting an unprecedented level of stress on storage subsystems. The new WD Purple Pro line is designed to handle these workloads with optimized storage performance, capacity, workload capability and reliability for a myriad of devices, including AI-enabled network video recorders (NVRs), video analytics servers, storage arrays and storage/server solutions, including those that perform deep-learning analytics.

## ASUS Fanless Chromebox Powers Cutting-Edge StratosMedia Digital Signage Solutions

At 1.2 kg, the lightweight ASUS Fanless Chromebox enhances a wide range of applications — including for digital signage, kiosks, warehouses,



point-of-sale and way finding — and is the first fanless Chromebox to launch with a 10th Generation Intel® processor for excellent performance. The fanless

aluminum chassis operates quietly while delivering enhanced reliability, protection against dust and reduced maintenance needs. It also features USB-C® 3.2 Gen 1 and USB 3.2 Type-A ports for ultrafast connections, WiFi 6 connectivity for quick data transfers, up to 16 GB of DDR4-2666 memory and up to 512 GB of M.2 SSD storage. Supported by Google Chrome OS with built-in Google Play, automatic updates ensure that the device always has the latest software and protection to stay safe from viruses, malware and other security issues. Additionally, ASUS Fanless Chromebox has undergone rigorous tests for 24/7 reliability — such as enduring 35-degree heat and 80% humidity for 168 ageing hours — to ensure it meets exacting ASUS standards and exceeds industry requirements.

The displayed content on kiosks and signage can be easily managed remotely, which provides a convenient way for businesses to update their programs frequently and adapt to market changes. In addition, a lockable VESA mount and an exclusive cable lock enable ASUS Fanless Chromebox to be easily and securely mounted in a variety of locations. The device also supports up to three 4K displays simultaneously for brilliant, sharp visuals and powerful productivity. With the fanless design and excellent performance, ASUS Fanless Chromebox powers a variety of applications to unleash maximum business potential.

## Eurotech Technologies Unveils BestNet HDMI Splitters

Eurotech Technologies, the leading provider of audio video solutions and fiber connectivity products, introduced a wide range of HDMI



Splitters. The comprehensive range of high-performance new family of ultra HD HDMI Splitters extend and distribute one HDMI input to two, four or eight simultaneous HDMI displays and works with any ultra HD source, while supporting resolutions up to 4K.

The BestNet HDMI Splitters support HDCP 2.2, 3D video format, Smart EDID management, 8/10/12/36/48 bit deep color as well as high definition audio. These HDMI splitters feature fast switching technology and supports HDCP, Deep Color, 3DTV pass-through and loss-less audio formats such as Dolby, TrueHD and DTS-HD Master Audio. The plug and play HDMI splitters also support video signals up to UHD 4K at 60Hz and are capable of receiving and transmitting with no data loss. In addition, the HDMI Splitters features a slim chassis design with an enclosure made of aluminium alloy.

## Qualcomm Completes World's First 5G mmWave Data Connection



Qualcomm Technologies, Inc., announced that the company completed the world's first 5G mmWave data connection with support for 200 MHz carrier bandwidth. This milestone was powered by the Snapdragon® X65 5G Modem-RF System announced in May, which includes new mmWave capabilities for global expansion with support for wider 200 MHz carrier bandwidth in the mmWave spectrum and enabling Standalone (SA) mode services over mmWave.

This milestone was achieved using a smartphone form-factor test device powered by the flagship Snapdragon X65, and by using Keysight Technologies' 5G Network Emulation Solution, which leverages the company's UXM 5G Wireless Test Platform to flexibly support a wide range of spectrum band requirements.

"This milestone supports and enables acceleration of 5G mmWave adoption, in anticipation of 5G mmWave rollouts in China, while enhancing coverage, power efficiency and performance for users, through the advanced features and capabilities of the Snapdragon X65," said Alberto Cicalini, senior director, product management, Qualcomm Europe, Inc. "These developments underscore Qualcomm Technologies' continued leadership in driving 5G mmWave commercialization and advancing 5G as we move through the next decade."



## HP Pavilion Aero 13 laptop with AMD Ryzen 5000

HP has announced the launch of their newest addition to their Pavilion consumer laptops series, namely the Pavilion Aero 13. It is their lightest laptop featuring an AMD Ryzen 5000 series CPU with an AMD Radeon GPU, a 13-inch display



with a bezel-less design, built-in Alexa and more. The Pavilion Aero 13 can be configured with either an AMD Ryzen 5 5600U processor

or an AMD Ryzen 7 5800U, both accompanied by onboard AMD Radeon graphics. Along with this, it comes with 16 GB DDR4-3200 MHz RAM and a 512 GB PCIe NVMe M.2 SSD.

For the display, the laptop has a 13.3-inch WUXGA (1920 x 1200), 16:10, IPS, anti-glare panel with a 100% sRGB colour gamut and a brightness of 400 nits. It has a magnesium aluminum chassis, which lends to its lightweight design, weighing in at 970gms.

Other features include built-in Alexa and a fingerprint reader for biometric security. It is also expected to receive an upgrade to Windows 11 later this year.

## Alienware m15 R5 and Alienware m15 R6 launched in India

The first AMD-based Alienware machine in over a decade, has now made its way to India. Following



the availability of the Alienware m15 R5 Ryzen Edition, Dell has now introduced the Alienware m15 R6 gaming laptop, the first device powered

with 11th generation Intel® Core™ processors and accompanied by the NVIDIA® GeForce RTX™ 30-series graphics. Dedicated to fuelling the rise of Indian gamers, Dell and Alienware are tapping into the pulse of this thriving community.

With support for the AMD Ryzen R7-5800 H-Series Mobile Processors and NVIDIA® GeForce RTX™ 30 Series Laptop GPUs, the Alienware m15 R5 is the first Alienware notebook engineered with AMD processors and NVIDIA graphics, suitable for creation and entertainment.

The Alienware m15 R6 offers the Core i7-11800H Tiger Lake-H CPU. Graphics options range from the NVIDIA RTX 3060 to the RTX 3080 Laptop GPUs which offer the Dynamic Boost feature up to 10W. It comes with a standard Alienware mSeries 4-Zone AlienFX RGB keyboard with 1.7mm key travel which includes anti-ghosting technology. The Alienware HD (1280x720 resolution) camera supports dual-array microphones with Windows Hello IR for biometric experiences.

## ASUS India launches wide range of Chromebooks that are designed to be 'Thoughtfully Simple' yet highly affordable

ASUS, the Taiwanese tech major and the fastest-growing consumer laptop brand in India, announced the



launch of six new Chromebooks in India, a series of

simple to use, fast and highly affordable laptops, to enable millions of Indian consumers to adopt digital learning, work and entertainment experience. The new range of Chromebooks will be available on Flipkart from July 22nd onwards to customers across the country.

ASUS' new lineup includes the Chromebook Flip C214, Chromebook C223, Chromebook C423 (touch and non-touch variants) and Chromebook

C523 (touch and non-touch variants). Powered by Intel® Dual-core 64-bit processors and 4GB of LPDDR4 RAM, Chromebooks give consumers the freedom of up to 10-11 hours' battery life for productivity and multi-tasking.

The new range of laptops embody the best of ASUS' design thinking aimed to transform consumer's lives, democratize digital education and make using a laptop as simple as using your Android Smartphone. The result is a laptop with up to an impressive 80% screen-to-body ratio that minimizes size while helping the consumers maximize productivity — so they can see and do more, while carrying less. ASUS Chromebook purchase enables access to Google Play Store. One can download from Million+ Android™ study, work, play, or creative apps seamlessly.

## Canon India Unveils Pigment Based Ink Tank Printers

Continuing its legacy of innovation and customer



delight, Canon India, launched the MAXIFY GX7070 and MAXIFY GX6070 ink tank printers to meet high volume demands for color printing across small and mid-size offices.

With water-resistant, fast printing and flexible paper handling, the two new printers are

designed to combine productivity and laser printer-like efficiency and enable users to increase business productivity.

Sharing his thoughts on the announcement, Mr. Manabu Yamazaki, President and CEO, Canon India said, "India has been one of the most important markets for Canon's printing business, having received a huge acceptance for our ink tank printers amongst all customers. It has been our constant endeavour to bring forth the latest technological innovations, catering to diverse

## MSI Launches Line-Up of Laptops Powered by 11th Gen Intel Core H series



MSI, a gaming brand launches a complete line-up of laptops equipped with 11th Gen Intel H series processors up to NVIDIA GeForce RTX 30 graphics. With a 30% performance upgrade over previous models, the high-speed combo of PCIe Gen4, Thunderbolt 4, and Wi-Fi 6E heighten increased enhancements. MSI also offers exclusive features like "Discrete Graphics Mode" that improves graphics performance, while MSI Center allows users to overclock the GPU with ease. The new line-up includes GP, GL & GF series, available across MSI brand stores and authorized sellers.

Born for performance – GP76/66 Leopard: For those who need powerful performance for work and play, or even engineering, the GP Leopard series is also receiving NVIDIA GeForce RTX 3070 graphics and the latest 11th Gen Intel Core i7 Processors.

The Powerhouse pulsating power – Pulse GL76/66: With a new image designed by Maarten Verhoeven, 2018 ZBrush World Competition Champion, MSI unveiled its new GL66 and GL76 Pulse laptops. Verhoeven specifically designed the titanium power armor inspired by Pulse energy for the Dragon Army to enhance agility and flexibility. The laptops use NVIDIA GeForce RTX 3060 graphics along with a redesigned heat pipe and integrated MSI thermal grease that generates more airflow for lower temperatures. An independent number pad rounds out the user experience.

and evolving demands of our customers. Continuing the momentum in 2021, we have introduced 13 models of ink tank printers so far, bringing our customers the most innovative, cost effective and productive solutions. As we continue to grow stronger, we are proud to extend the ink tank technology to our flagship MAXIFY series, reinforcing our commitment to the growth of small businesses in the country. We are optimistic that the new MAXIFY range of printers will boost efficiency for small and mid-sized businesses, along with reinventing their printing experience at utmost utility value."

## Micromax launched 'India ka No Hang Phone' – IN 2b

Micromax Informatics Ltd. launched 'India ka No Hang Phone' – IN 2b in the budget segment. The brand also announced its foray into the audio accessories' category with its first range of True Wireless Stereo Earbuds – AirFunk 1 and AirFunk 1 Pro. Successor to the budget champion IN 1b, the Micromax IN 2b comes with a powerful ARM Cor-



tex A75 architecture based Octacore processor with Mali G52 GPU that ensures a snappy performance, with no lags or hang and 50% faster app start up. Its blazing fast unlock allows you to access the phone in just 250ms via face unlock and 350ms via fingerprint unlock ensuring 'Ab India Chale Non Stop'. A first in the sub 10k segment, the phone has 4+64 and 6+64GB RAM variants ensuring 45% better performance. IN 2b comes in 3 stunning colours – Black, Blue and Green and will be available at INR 7,999 & 8,999 respectively on micromaxinfo.com and Flipkart from 6th August, 2021.

## Fitbit Luxe Fitness and Wellness Tracker Available in India



Fitbit announced India availability of Fitbit Luxe, a fashion-forward fitness and wellness tracker designed to help you take a more holistic approach to your health and wellness. From stress management tools to automatic activity

and sleep tracking – you can keep track of all your health metrics in an effortlessly chic bracelet design. Luxe's breakthrough design has a soft, gentle shape inspired by the human body that sits lightly on your wrist with a jewellery-like look and feel. Fitbit applied a modern take on traditional jewellery-making techniques using an innovative design process called metal injection molding to create Luxe's stainless steel case, providing the warmth expected of handcrafted jewellery, all while delivering a level of precision needed to enable its advanced sensor technology.

## OPPO sets a new benchmark in smartphone videography with the launch of Reno6 Pro 5G and the Reno6 5G

Taking the smartphone videography benchmark a notch ahead OPPO, the leading global smart device brand, announced the launch of the most awaited Reno series, the OPPO Reno6 Pro 5G and Reno6 5G along with Enco X True Wireless Noise Cancelling earphones in new blue color variant.



The 5G super phone- Reno6 Pro 5G would be available on mainline retailers and Flipkart at INR 39,990 and Reno6 5G would be available on Flipkart at INR 29,990.

Keeping the legacy of launching industry first innovations in the OPPO Reno series, the Reno6

series comes with an industry first Bokeh Flare Portrait Video, industry leading Reno Glow design, and AI Highlight Video to provide a top-notch experience. In addition to this, to deliver a flagship-level performance, the Reno6 Series are powered by powerful chipsets- MediaTek Dimensity 1200 in Reno6 Pro 5G and MediaTek Dimensity 900 in Reno6 5G; India's first smartphone featuring the MediaTek Dimensity 900 chipset. The OPPO Reno6 Series, with its other pathbreaking features like 65W SuperVOOC flash charging, Color OS 11.3, the slim design amongst others will empower consumers to experience the best. It also delivers professional grade video experience to provide cinematic bokeh flare effects in portraits.

## Portronics Introduces 'Kronos Beta' Fitness Smartwatch in India



Portronics has announced the launch of its new Smartwatch – 'Kronos Beta', an addition to its existing range of exclusive Smartwatches. With its affordable pricing of the newly launched product, Portronics is moving ahead to strengthen and expand its wearable portfolio in the Indian Market.

A huge population has been adopting Smart watches as it delivers the essential health-monitoring features to keep them updated about their health status in real-time. Besides this, it is making people's life easy by bringing the information from phones to their wrists. This has led to an increase in Smartwatch usage as it is helping people saving their time as well as keeping track of their health.

Portronics that continues to be at the forefront of innovation, with the launch of Portronics Kronos Beta has introduced a must-have gadget for the Millennial. Portronics Kronos Beta embodies the latest technology trends and has been designed with all eminent health tracking features keeping its customer's fitness needs in mind.

## Google Tensor debuts on the new Pixel 6 this fall

In 2016, we launched the first Pixel. Our goal was to give people a more helpful, smarter phone. Over the years, we introduced features like HDR+ and Night Sight, which used artificial intelligence (AI) to create beautiful images with computational photography. In later years, we applied powerful speech recognition models to build Recorder, which can record, transcribe and search for audio clips, all on device.



AI is the future of our innovation work, but the problem is we've run into computing limitations that prevented us from fully pursuing our mission. So we set about building a technology platform built for mobile that enabled us to bring our most innovative AI and machine learning (ML) to our Pixel users. We set out to make our own System on a Chip (SoC) to power Pixel 6. And now, years later, it's almost here. Tensor is our first custom-built SoC specifically for Pixel phones, and it will power the Pixel 6 and Pixel 6 Pro later this fall.

### Pixel 6 and Pixel 6 Pro

Pixel 6 and Pixel 6 Pro debut this fall, and that's when we'll share all the details we normally release at launch like new features, technical specs and pricing and availability. But today, we're giving you a preview of what's to come.

## Samsung Announces First 5G Smartphone in Galaxy A Series

Samsung, India's most trusted smartphone brand, announced the launch of Galaxy A22 5G, a future ready device offering 11 bands' support for 5G experience and the promise of two year OS upgrades. Galaxy A22 5G is the first smartphone with 5G connectivity in Samsung's Galaxy A Series portfolio and extends its philosophy of Awesome is for Everyone. Galaxy A22 5G sports stunning 6.6" FHD+ display with 90Hz refresh



rate, versatile 48MP triple camera, awesome symmetrical design, powerful 5000mAh battery and host of other innovative features.

"With Galaxy A22 5G, Samsung reaffirms the Galaxy A philosophy of making innovation accessible to all. Galaxy A22 5G is the first 5G ready Galaxy A Series smartphone and is now the most affordable smartphone in our vast portfolio of 5G devices. Galaxy A22 5G has been designed keeping in mind evolving consumer needs and comes with segment leading features like smooth 90Hz display, versatile camera and a fast and efficient processor. It is a perfect choice for customers who want their device to be future ready with its 11 bands' support and promise of two year OS upgrades," said Aditya Babbar, Senior Director and Head, Mobile Marketing, Samsung India.



## Govt of Telangana dedicates 3000+ public Wi-Fi hotspots powered by ACT Fibernet to citizens of Hyderabad

In its efforts towards further accelerating 'Digital Telangana', Government of Telangana commemorated 3000+ public Wi-Fi hotspots in Hyderabad as part of the Hy-Fi project in collaboration with ACT Fibernet. Launched in the presence of Shri.



**K. T. Rama Rao, Hon'ble Minister for Municipal Administration & Urban Development, Industries, and IT & Commerce, Govt. of Telangana, Mr. Jayesh Rajan, Principal Secretary of the Industries & Commerce (I&C) and Information Technology (IT) Departments of the Telangana government, Mr. Bala Malladi, Chief Executive Officer, Atria Convergence Technologies Ltd and other dignitaries, and officials.**

Each of the 3000 Wi-Fi hotspots are powered by ACT SmartFiber Technology, that will ensure superfast and safe internet experience. This

technology enables users with smooth, seamless connectivity for video content, including calling, streaming, and ultra-fast file transfers on ACT's Gigabit-enabled network at scale. With implementation of the SmartFiber™ technology, a study by InMobi in April 2021 has concluded that in addition to being the largest ISP in Hyderabad, ACT is also the fastest service provider in Hyderabad, and the best broadband for streaming.

Users will have to login through "ACT Free Hy-Fi" portal with their phone number and use free internet for 45 mins at 25 Mbps speed and 1 GB data limit without any cost and can also top up further as and when needed. Existing customers of ACT, when they login with their ACT credentials, will get their current home broadband speeds. For example, if the customer has a 100 Mbps plan at home, he will get 100 Mbps speeds when he logs into wi-fi hotspot. These hotspots are located across the city in malls, hospitals, public parks, metro stations, public libraries, metro stations, education institutions etc. for easy access.

## Intel launches 'AI For All' initiative in collaboration with CBSE, Ministry of Education

Intel in collaboration with Central Board of Secondary Education (CBSE), Ministry of Education announced the launch of the AI For All initiative with the purpose of creating a basic understanding of artificial intelligence (AI) for everyone in India. Based on Intel's AI For Citizens program, AI For All is a 4-hour, self-paced learning program that demystifies AI in an inclusive manner. It is as applicable to a student, a stay-at-home parent as it is to a professional in any field or even a senior citizen. The program aims to introduce AI to 1 million citizens in its first year.

"AI has the power to drive faster economic growth, address population-scale challenges and benefit the lives and livelihoods of people. The AI For All initiative based on Intel's AI For Citizens program aims to make India AI-ready by building awareness and appreciation of AI among everyone. The program further strengthens Intel's commitment to collaborating with the Government of India to reach the full potential of AI and further the

vision of a digitally-empowered India."

**—Shweta Khurana, Director – APJ, Global Partnerships and Initiatives at Intel**



Anyone interested in the AI For All self-learning online course can sign up for free. The 4-hour open content resource is divided into two sections – AI Awareness (1.5 hours) and AI Appreciation (2.5 hours). The segment on AI Awareness provides an elementary understanding of AI, misconceptions around AI and its application potential. The AI Appreciation segment helps learners understand the key domains of AI, its impact across industries, and gets them started on building personal learning plans. At the end of each stage, participants will be given personalized digital badges that can be shared on social media.

## Bangalore International Airport Limited Partners with IBM for Digital and IT Transformation

IBM and Bangalore International Airport Limited (BIAL) — operator of Kempegowda International Airport Bengaluru (KIAB/BLR Airport) announced a ten-year agreement under which IBM and Kyndryl will provide best of breed IT solutions to create a new "Airport in a Box" platform that will support transforming the end-to-end travel experience for passengers at BLR Airport.

As one of the fastest-growing airports in the world, BLR Airport needed a nimble, scalable and cost-competitive technology and operations environment that can increase its agility and operational flexibility to handle future growth in passenger traffic. To achieve this goal, BIAL has selected IBM Global Business Services, IBM hybrid cloud capabilities and Kyndryl, the new, independent company that will be created following the separation of IBM's Managed Infrastructure Services business, to design and implement a next generation architecture with robust and dynamic delivery model. One that is highly efficient, secure, and will enable a seamless travel experience for its passengers. The new platform will also enable BIAL to improve employee productivity, better utilization of IT assets, reduce costs through streamlined inventory control and improved incident management.

"This long-term project capitalizes on our proven ability to deliver a combination of advanced technologies and services that enable the world's leading travel and transportation companies to innovate and transform their businesses," said **Mark Foster, Senior Vice President, IBM Services and IBM Global Business Services.**



"IBM Global Business Services and Kyndryl will apply our expertise in hybrid cloud and building business platforms to help BIAL innovate, improve its operational efficiency and deliver exceptional experiences to its growing passenger base."

## Amazon India strengthens its fulfilment network in Telangana

Amazon India, announced the expansion of its fulfilment network in Telangana with the launch of a new specialized Fulfilment Centre (FC) and expansion of an existing one. Located in Hyderabad, the new FC will offer more than 6 lakh cubic feet of storage capacity, housing a wider selection of products from the large appliances and furniture category. Spread over 2 lakh square feet of floor area, the new FC will benefit more than 35,000 sellers in the State with access to a larger customer base. This expansion will contribute in creating direct and indirect work opportunities in the State whilst ensuring seamless and faster deliveries to customers.

This expansion marks an increase in Amazon India's infrastructure foot print in Telangana, which now will offer a floor area of close to 1 mil-

lion square feet and storage capacity of more than 5 million cubic feet. The new specialized FCs will house tens of thousands of products such as air conditioners, refrigerators, washing machines and televisions as well as products from the furniture category, ahead of the upcoming festive season.



**Abhinav Singh, Director, Amazon Transportation Services, Amazon India,** said "Hyderabad's proximity to cities and towns around the region makes it a strategic location for our infrastructure expansion. The expanded infrastructure will help us meet our customers growing demand for large appliances and furniture while empowering small and medium businesses across the State. Our continued investment in Telangana will have a multiplier impact on the local economy

and provide an impetus to ancillary businesses across the State."



**Shri K T Rama Rao, Minister for Municipal Administration & Urban Development, Industries & Commerce, and Information Technology from the Government of Telangana** said, "Amazon India's significant investment in Telangana is a testament to the State's appeal as a business and innovation hub. Investments like this will complement our ongoing efforts to build a stronger economic ecosystem and create diversified job opportunities for the local youth. We look forward to continuing our partnership with Amazon India; together, we are confident that this development will enable us to get more people back to work, and steer a path to a strong recovery after the pandemic."

## IBM and NASSCOM Foundation make about 5000 students employment ready

About 5000 underserved youth from regions across Karnataka, Telangana and Delhi-NCR are now skilled in Data Science and Cloud computing, with over 2000 of them placed in jobs through a program by IBM in partnership with NASSCOM Foundation aimed at making India's youth future ready.

As part of IBM's SkillsBuild career readiness program (<https://ibm-india-newcollar-employability.skillsbuild.org/>), IBM and NASSCOM Foundation worked with 23 colleges to certify enrolled students on IBM certified courses on emerging technologies including Data science and Cloud computing in 2019. This unique program engaged students with an on-campus, 250 hour-long blended training model that uses online and face-to-face training to build skills in new-age technologies like Data Science and Cloud Computing in its first year.

Subsequently, the program pivoted into a completely online mode of education and learning due to COVID based restrictions in 2020. Students from 23 Tier-2 and Tier-3 non-technical institutions were trained by partners TMI and iPrimed. The colleges chosen for the program included Vijaya Evening College, East Point College, Vidya Vahini College, Vivekanand Degree College, Karnataka college Dharwad, Siddhaganga College, KSS Arts, Science and Commerce

College, Siddhaganga Women's College. Several other colleges in Dharwar, Bhagalkot, Gadag, Koppal, Nargund, Bangalore, and Tumkur in Karnataka and Faridabad in Haryana were also a part of the program\*.

After the training, IBM and NASSCOM Foundation, in association with training partners, have been conducting placement drives across the country and have already placed over 2000 students in leading technology organisations despite the challenges caused by the pandemic. IBM has championed the development of technical, soft skills and life-skills in youth to prepare them for the 'new collar', future-ready jobs.



**Manoj Balachandran,**  
Leader, Corporate Social Responsibility, IBM India/South Asia said, "Aligned to the Skill India mission, IBM is committed to bridging the skills gap by working with an ecosystem of

industry partners, academia and government to provide professional and technical skills to students and teachers. As the industry leader in emerging technologies, we consider it our responsibility to leverage that technical expertise in making skills training accessible to every learner across the country. On World Youth Skills

Day, we are proud to have associated with NASSCOM Foundation and our esteemed partners in providing industry-relevant content, skill sets and employment to students that will help them future proof their skills and build careers."

Nidhi Bhasin, CEO, NASSCOM Foundation, commenting on the completion of the program, said, "The Future is blended learning – be it a combination between face-to-face and online/digital mode or between structured curriculum and skills based or applications based learning, or a fantastic combination between all these. Despite the challenges during the ongoing COVID pandemic, NASSCOM Foundation is proud to work with IBM on this initiative, where together, we have skilled about 5000 youth and placed over 2000 of those students. We would like to sincerely urge companies to take this initiative as an example to join us in our goal of closing the industry's skills gap, in line with the SDGs, to provide employability to the youth from underserved communities."

IBM and NASSCOM Foundation have also previously partnered to train students using other coursework on SkillsBuild designed for teens and university students. This engagement registered more than 50,000 users from almost 500 institutions across India being trained on Technologies like AI, Cloud Computing, Cybersecurity, Quantum Computing and more.

## Creating Capacity in the Healthcare Ecosystem

Since India's independence, the Indian healthcare industry has grown at a tremendous pace owing to its strengthening coverage, services



and increasing expenditure by public as well as private players. The emergence of tele-medicine in the past few years and Govern-

ment initiatives like e-health coupled with tax benefits and incentives are driving the healthcare market in India. Despite this growth, it has proven insufficient to deliver adequate and quality healthcare facilities to the entire population. Furthermore, the pandemic has demonstrated the challenges in terms of inadequate availability of medical infrastructure and equipment as well as lack of trained healthcare workers, both in rural and urban India.

The current system of health care / medical education in India has not been able to keep up with the increased demand for healthcare professionals across the country. A study by the Public Health Foundation of India in 2012 stated that India faced a shortage of 1.27 lakh optometrists and ophthalmologists, 8.5 lakh anaesthetists, 61,000 medical laboratory technicians, 18 lakh rehabilitation specialists, 7400 speech-language specialists and audiologists, 19,000 radiographers and about 2.3 lakh medical technology workers. At present, we require 90 lakh paramedical professionals to cater to the increasing need in the health sector. There is dearth of such trained professionals, which can only be com-

pensated with increased world-class training and education in paramedical sciences. To drive the healthcare sector, there is a huge requirement of support staff such as general duty assistants, medical & lab technicians, phlebotomist, basic emergency medical technicians etc.

Realizing this critical gap in availability of trained healthcare professionals, CII in partnership with the industry has been providing crucial skill and reskill training to the youth and healthcare workers.

- During the pandemic, CII conducted basic life support online training programmes for the Anganwadi community health workers in Goa.

- CII, in partnership with GE Healthcare, conducted reskill training for healthcare and para-healthcare professional, along with their assessment and certification.

- CII is conducting employment linked skill training in healthcare domain in Bihar to mitigate the shortage of healthcare workers and provide employment opportunities to the youth.

- It is providing 100% employment linked healthcare resource training along with crucial industry exposure to the youth, with particular emphasis on women candidates.

- CII is offering training courses specific to the industry i.e. for Phlebotomy Technician, Emergency Medical Technician etc.

These courses help build capacities of the youth and are also instrumental in providing livelihood to those seeking employment locally. The industry-aligned courses include classroom sessions as well as On The Job training (OTJ) which adds considerable value to a candidate's credentials and increases their prospects and potential. Moreover, the trainees are given stipend during

their OTJ. CII is carrying out the engagement in three broad steps:

### Step 1: Demand Consolidation

- Reaching out to hospital, diagnostic clinic and other healthcare providers for various job roles
- Collation of extensive suite of jobs and wide variety of job roles
- This is followed by pre-selection of candidates by employers

### Step 2: Mobilization and Selection of Candidates

- Creating awareness, branding and mobilization of candidates through a team composed of domain expert
- Organizing outreach through camps, road shows, social and traditional media, banners, posters etc.
- Digital registration of the candidates
- Leveraging CII-Model Career Centres (MCCs) for counselling of the youth

### Step 3: Training and Deployment

- Classroom and OTJ training
- Weekly monitoring and periodic assessment for quality check
- Final assessment after course completion by Third Party
- Certification by Third Party and CII
- Leveraging MCC for deployment of the candidates

CII is planning to scale up the training of healthcare technicians with industry participation across 8 centres in Rajasthan, Goa, Maharashtra, Madhya Pradesh, Andhra Pradesh, Himachal Pradesh and Jharkhand. The skill development programme will offer 6 courses, which will include courses on medical equipment technology assistant, telehealth services coordinator and hospital front desk coordinator. Through this endeavour, CII aims to train more than 8000 youth in the coming year.



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