

CELL IT

REACH SOUTH INDIA

TECHNOLOGY NEWS MAGAZINE

Andhra Pradesh | Telangana | Tamilnadu | Pondicherry | Karnataka | Kerala
Vol-16 Issue-9, Krishna, April - 2022, Pages-16, ₹40/-

- All that your Business Needs,
But Excelsheet cannot provide!
- ✓ Performance Review
 - ✓ Detailed Profitability
 - ✓ Report scheduler
 - ✓ Interactive Maps

Get it on:
MagentaBI.com

+91 99507 99504 / gaurav@MagentaBI.com

Magenta Bi
Effortless Analytics



Can you afford downtime and disruption?

*Here's a reliable, high-speed
UPS you can afford!*



Presenting

Liebert® ITA2 30kVA

A fully digital, highly reliable, double-conversion UPS solution.

Its cutting-edge design enables seamless integration into your current system, or various other ecosystems. And it's tailored for global deployment in a low carbon, compact footprint. The ITA2 is the ultimate level of engineering and dynamics from Vertiv. So, you can deploy this innovative, next-gen and extract great performance at low costs. Adding up to peace of mind. If you're looking to power your infrastructure, or upgrade your already protected systems, the ITA2 is a great addition to your support backup.

Talk to us today!



SCAN CODE
TO KNOW MORE

Explore solutions at [Vertiv.com/en-in](https://www.vertiv.com/en-in)
Call Tollfree : 1-800-2096070
E-mail : marketing.india@vertiv.com

Corporate Office : Plot C-20, Rd No.19, Wagale Ind Estate, Thane (W), 400604. India



India's Enterprise Networking Market Grew at 13.6% YoY Growth in 4Q21

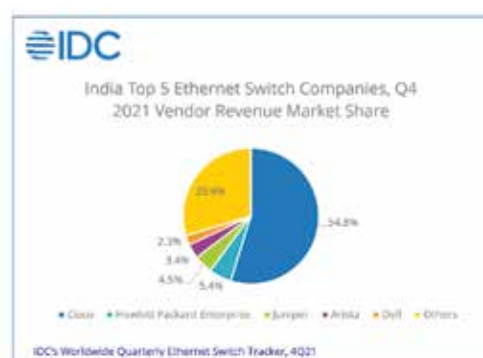
India's networking market which includes Ethernet Switch, Routers, and WLAN segments witnessed a 13.6% year-over-year (YoY) growth in terms of vendor revenues during 4Q21 (Oct-Dec). With organizations looking to re-open campuses, the investments in the non-DC networking infrastructure have grown significantly over the last few quarters. Having said this, vendors were still seen to be battling with chip shortages, increasing freight costs, increased import costs due to currency fluctuations. Infrastructure lead times have currently risen to the levels of 26-28 weeks for many vendors and are expected to stay the same for some more quarters to come with the Russia-Ukraine conflict worsening the scenario. However, as vendors are looking to clear their shipment backlogs, IDC expects the next few quarters to have steady market growth as demand for networking infrastructure looks very stable. Switching business in India had a 25.7% YoY growth



ments in the non-DC networking infrastructure have grown significantly over the last few quarters. Having said this, vendors were still seen to be battling with chip shortages, increasing freight costs, increased import costs due to currency fluctuations. Infrastructure lead times have currently risen to the levels of 26-28 weeks for many vendors and are expected to stay the same for some more quarters to come with the Russia-Ukraine conflict worsening the scenario. However, as vendors are looking to clear their shipment backlogs, IDC expects the next few quarters to have steady market growth as demand for networking infrastructure looks very stable. Switching business in India had a 25.7% YoY growth

by vendor revenue during 4Q21. The non-DC switching business had a significant YoY growth of 41.5% owing to the sharp decline in 4Q20 revenues due to COVID-19. Organizations, specifically in the services segment were starting to invest significantly in the non-DC segment ahead of office opening in April 2022. DC switching had a high single-digit growth rate of 9.3% YoY during 4Q21. Key industries that contributed to the switching business include services, telecom, manufacturing, and government. After a strong run-up, India's router market stayed stagnant with 0.1% YoY growth by vendor revenue and sequentially declining by 10.6%. Service providers contributed to 61.4% of the router investments and were primarily responsible for the decline. However, enterprise router investments grew by 25.1% YoY with enterprises investing in routers for regular refreshes and investments that were aimed at deploying solutions like SD-WAN. Apart from telecommunications other key verticals for routing include manufacturing, finance, and services.

The WLAN segment witnessed a marginal growth of 4.5% YoY by vendor revenue. While the enterprise WLAN grew strongly with pent-up demand from organizations coming through, the consumer wireless demand softened with offices reopening and the festival season in India coming to an end thereby posing only marginal growth for the overall WLAN segment. The enterprise WLAN segment exhibited a very strong 45.4% YoY growth and consumer WLAN declined by 22.0% YoY.



by vendor revenue during 4Q21. The non-DC switching business had a significant YoY growth of 41.5% owing to the sharp decline in 4Q20 revenues due to COVID-19. Organizations, specifically in the services segment were starting to invest significantly in the non-DC segment ahead of office opening in April 2022. DC switching had a high single-digit growth rate of 9.3% YoY during 4Q21. Key industries that contributed to the switching business include services, telecom, manufacturing, and government. After a strong run-up, India's router market stayed stagnant with 0.1% YoY growth by vendor revenue and sequentially declining by 10.6%. Service providers contributed to 61.4% of the router investments and were primarily responsible for the decline. However, enterprise router investments grew by 25.1% YoY with enterprises investing in routers for regular refreshes and investments that were aimed at deploying solutions like SD-WAN. Apart from telecommunications other key verticals for routing include manufacturing, finance, and services.

The WLAN segment witnessed a marginal growth of 4.5% YoY by vendor revenue. While the enterprise WLAN grew strongly with pent-up demand from organizations coming through, the consumer wireless demand softened with offices reopening and the festival season in India coming to an end thereby posing only marginal growth for the overall WLAN segment. The enterprise WLAN segment exhibited a very strong 45.4% YoY growth and consumer WLAN declined by 22.0% YoY.

Traction for Wi-Fi 6 in Indian enterprises expanded, with Wi-Fi 6 contributing to 75.7% of access points revenues during 4Q21. The demand for Wi-Fi 6 adoption is fueled by the exceedingly increasing lead times for previous generations of wireless access points caused by semiconductor shortages.

India Ethernet Switch Market 4Q21

According to IDC's Worldwide Quarterly Ethernet Switch Tracker, the 4Q21 Ethernet Switch market in India stood at USD 163.1 million (by vendor revenue) registering a strong YoY growth of 25.7%. The enterprise investment in non-DC switching grew at a 41.5% YoY owing to offices getting ready to reopen post the third wave of COVID-19. With hybrid work taking precedence, enterprises are also keen on setting up satellite offices in tier-2 and tier-3 cities to promote employee satisfaction which is also increasing the demand for non-DC switching equipment. With the semiconductor shortage situation intensifying, enterprises were keen on clearing their backlogs during 4Q21 to create room for future demand. The DC switching segment grew at 9.3% YoY. Services, telecom, manufacturing, and government were the top contributors during 4Q21. Cisco continued to dominate the Ethernet Switch market with a 54.8% share during 4Q21, followed by Hewlett Packard Enterprise (HPE) and Juniper. ODM business in India had a significant growth during 4Q21 owing to the hyperscaler investments.

Cisco continued to dominate the Ethernet Switch market with a 54.8% share during 4Q21, followed by Hewlett Packard Enterprise (HPE) and Juniper. ODM business in India had a significant growth during 4Q21 owing to the hyperscaler investments.

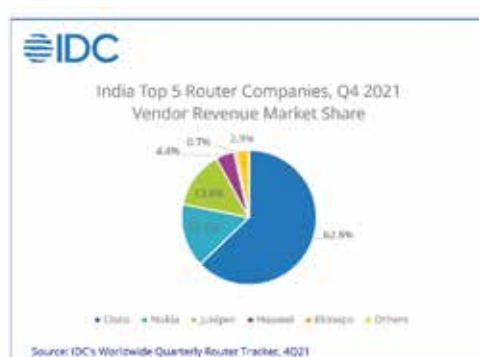
India Router Market 4Q21

According to IDC's Worldwide Quarterly Router Tracker, the India Router market in 4Q21 remained stagnant at USD 75.1 million (by vendor revenue) with a very marginal YoY growth of 0.1%. The slow growth can be mainly attributed to telecom service providers going slow on router investments. Service Provider deployments declined by YoY 11.1% during 4Q21. Telecom vendor investments were mostly centered around refreshes, bandwidth optimization requirements, building edge clouds, investments ahead of 5G rollouts, etc. On the contrary, the enterprise investment in router hardware grew by a YoY growth rate of 25.1%. Enterprise investments were focused on regular router refreshes and deployments aimed at SD-WAN implementation. Apart from telecom, the key investments areas included manufacturing, finance, and services.

Service Provider deployments declined by YoY 11.1% during 4Q21. Telecom vendor investments were mostly centered around refreshes, bandwidth optimization requirements, building edge clouds, investments ahead of 5G rollouts, etc. On the contrary, the enterprise investment in router hardware grew by a YoY growth rate of 25.1%. Enterprise investments were focused on regular router refreshes and deployments aimed at SD-WAN implementation. Apart from telecom, the key investments areas included manufacturing, finance, and services.

India WLAN Market 4Q21

According to IDC's Worldwide Quarterly Wireless LAN Tracker, the Indian WLAN market had a marginal YoY growth of 4.5% by vendor revenue during 4Q21 majorly driven by the enterprise wireless segment. The market stood at USD 64.5 million (by Ven-



dor Revenue).

Business in the enterprise wireless segment was exceptional with a YoY growth of 45.4% by vendor revenue. The growth was majorly driven by enterprises investing in wireless infrastructure ahead of office opening post the third wave of COVID-19. Vendors were also focused on clearing the existing backlogs caused by chip shortages to be able to efficiently cater to future demand. Services organizations were seen investing heavily on spinning up newer locations primarily focusing on wireless connectivity. Cloud-managed wireless was witnessed gathering stream owing to simpler deployment and management. Investments from the education vertical bounced back after a long slump caused due to COVID-19. Wi-Fi 6 contributed to 75.7% of the access point revenues due to lesser wait times compared to the previous generations of wireless access points.

The consumer gateway router business declined sharply by 22.0% YoY by vendor revenue. The decline in the gateway router segment was due to offices opening in multiple parts of the country and the festival season coming to an end in India. With ISP as the channel, Wi-Fi 6 is starting to get traction in the consumer segment as well. However, the gateway router market is still dominated by Wi-Fi 5 shipments.

With a market share of 24.1%, TP-Link was the market leader in the WLAN segment during 4Q21. Within the enterprise-class WLAN segment, Cisco was the market leader with a 19.7% market share followed by HPE with 18.1%.

Sudharsan Raghunathan, Senior Market Analyst,



Enterprise Networking, IDC India says, "Though vendors were struggling with operational challenges like ever-expanding lead times and increasing input costs, demand for network infrastructure remained healthy. The market for campus investments – both for wired and wireless business expanded rapidly during 4Q21. Vertical segments like education which did not spend for a considerable period started spending on network infrastructure. Cloud-managed infrastructure was gaining more traction than usual considering the ease of deploying and managing infrastructure specifically in verticals such as services, education, retail, etc. Enterprises are largely beginning to realize the benefit of NaaS as it would help them migrate to an OPEX model without compromising on the quality of service. Network infrastructure vendors are gearing up to cater to specific demands on the enterprises by building easy-to-use management consoles and flexible commercial models as part of their NaaS offerings."

EAGLE PRO AI

One Connection – Infinite Possibilities

**NEWLY
LAUNCHED**



R15

AX1500 WI-FI 6 SMART ROUTER



AI WI-FI
OPTIMIZATION



AI MESH
OPTIMIZER



AI PARENTAL
CONTROL



AI TRAFFIC
OPTIMIZER



AI
ASSISTANT

D-Link®

Website
in.dlink.com

Sales queries
sales@in.dlink.com

Technical support
18602333999

Insta
[@dlinkindia](https://www.instagram.com/dlinkindia)



CONTACT D-LINK (INDIA) LIMITED

• **BENGALURU:** Mr. Sudhakar V S - Ph.: +91-9686168555 | E-mail: sudhakar.vs@in.dlink.com
• **CHENNAI:** Mr. Dinesh Kumar - Ph.: +91-9940636982 | E-mail: dinesh.kumar@in.dlink.com
• **COCHIN:** Mr. Abdul Q - Ph.: +91-9744074720 | E-mail: abdul.qayoom@in.dlink.com
• **HYDERABAD:** Mr. Naveen Kumar - Ph.: +91-9948999449 | E-mail: naveen.yerolla@in.dlink.com

• **VIJAYWADA:** Mr. Sunil babu - Ph.: +91-8501064433 | E-mail: vijaywada@in.dlink.com
• **VIZAG:** Mr. Naidu Sabbavarapu - Ph.: +91-8501064411 | E-mail: vizag@in.dlink.com
• **TIRUPATI:** Mr. Yogesh - Ph.: +91-8501066111 | E-mail: tirupati@in.dlink.com
• **WARANGAL:** Mr. Venu - Ph.: +91-8501066222 | E-mail: warangal@in.dlink.com

India's PC market grows at its fastest rate in a decade as shipments jump 45% in 2021

India's PC market grew 45% in 2021, with shipments of desktops, notebooks and tablets reaching 18.6 million units. This was the best year for India since 2013, when shipments grew by 29%. This is a notable achievement, considering most of India was under lockdown in Q1 and Q2, when the second wave of the COVID-19 pandemic was at its peak. While the pandemic dampened business activities to a large extent, it also fueled

demand for PCs, especially as students and professionals found themselves out of schools and offices for a prolonged period. Notebooks made up 63% of total shipments, with 11.8 million units shipping, up by 49% year on year and accounting for most of the market growth. Tablets reached 4.4 million units shipped, up 48%, a contrast to the global fall of 3%. 2.4 million desktops shipped, up 27% on 2020.

India PC (including tablets) shipments (market share and annual growth)

Canalys PC Market Pulse: 2021

Vendor	2021 shipments	2021 Market Share	2020 Shipments	2020 Market Share	Annual growth
HP	4,677	25.1%	2,948	23.0%	58.6%
Lenovo	4,287	23.0%	3,295	25.7%	30.1%
Dell	2,590	14.0%	1,843	14.4%	40.5%
Samsung	1,344	7.2%	673	5.3%	99.8%
Acer	1,261	6.8%	781	6.1%	61.5%
Others	4,453	23.9%	3,262	25.5%	36.5%
Total	18,612	100.0%	12,802	100.0%	45.4%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.

Source: Canalys PC Analysis (sell-in shipments), February 2022

"While this seems like a great year on paper, it is important to consider 2021 not just as a standalone year but in relation to 2020," said Jash Shah, Research Analyst at Canalys. "When the pandemic hit in 2020 and PC



supplies were squeezed, vendors naturally prioritized western markets, such as the US and Western Europe,

leaving markets like India with a reduced supply. India's PC shipments fell 3% in 2020, creating a lot of pent-up demand, which was amplified due to the second COVID-19 wave in the first half of 2021, leading to the record growth that we've seen this year."

"While 2021 saw a huge jump in shipments, the same is not expected of 2022 in India," said Shah. "We will see major corrections, especially in the consumer market, affecting notebooks and tablets. But there will be stronger demand from SMBs and enterprise customers, as the number of COVID-19 cases falls, vaccination rates surge, and businesses and schools return to normal. Key themes will remain local production of PCs, important from a government orders

fulfilment perspective, and commercial upgrades, which will be spurred by the return to offices and new policies around hybrid working. PCs in education remain a major opportunity in the long term, given India's low student PC ownership ratios. But as students return to school, demand is expected to soften in the short term. The threat, however, lies not in local demand, but in global supply. As China takes a strong stance on its Zero-COVID policy, implementing lockdowns in major manufacturing hubs across the country, supply disruptions will occur, and India is again expected to get the short end of the stick."

PC shipments in Q4 2021 reached a total of 5.3 million units, up 46% on Q4 2020, and 67% on Q4 2019, when 3.2 million units shipped. Notebooks grew 40% to reach 3.3 million shipments, while desktop shipments were up 70% year on year to surpass 700,000 units for the first time in eight quarters. Tablet shipments grew 49% over the same period last year to reach 1.3 million units. Most of this growth is due to companies such as Lenovo and Samsung, which have increased their ability to fulfil orders by manufacturing locally.

Vendor performances

HP accelerated in Q4 2021 to knock Lenovo into second place, taking 25.0% of the total market with 1.3 million PCs shipped, an impressive growth of 68%. HP solidified its dominance in notebook and desktop shipments, accounting for 32% and 35% in each category, with year-on-year

EDITORIAL

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

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

NOTE:

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



growth rates of 58% and 134% respectively. The vendor has committed to the government's production-linked incentive (PLI) scheme, amplifying its local production portfolio from just desktops a few quarters ago to notebooks, enabling them to feature competitively in the Government e-Marketplace (GeM).

Lenovo took second place overall (tablets included) in Q4 2021, marginally behind HP, accounting for 21.8% of the total PC market with 1.2 million PC shipments. Lenovo grew shipments 45% year on year to maintain its growth streak, backed by strong growth in notebooks and tablets, which were up 49% and 71% year on year respectively. The partnership with Wingtech to manufacture tablets pushed Lenovo's tablet share up to 42% in the second half of 2021 from 26% in the first half. Lenovo's desktop shipments in India remained poor throughout the pandemic, falling by 30% in Q4 2021 to reach 82,000 units.

Dell finished third with just over 800,000 shipments in Q4 2021, accounting for 15% of the total PC market (including tablets) and up by 33% year on year. Dell saw exceptional growth rates across all consumer and commercial segments. In Q4 2021, consumer shipments grew by 58%, while commercial shipments grew 29% year on year.

Acer maintained fourth place in PC shipments (including tablets), surpassing the 300,000 mark for a third quarter in a row. In Q4 2021, Acer shipped 362,000 units, up 78% year on year. This surge was fueled by Acer's tremendous 187% year-on-year increase in desktop shipments to 174,000 units. This put it second only to HP in desktops and ended eight quarters of falling shipments for Acer.

Apple moved up the ranks in Q4 2021 to take fifth place in overall PC shipments (including tablets), rocketing by 100% year on year to a record 359,000 shipments in a single quarter. Aided by the launch of new iPads in September 2021, Apple's tablet shipments continued to climb, reaching a new high of 172,000 units in Q4 2021, up 130% on last year. MacBook shipments surged by 85% year on year to 187,000 units, strongly bolstered by the costing strategy of the M1-powered notebooks.



Lenovo™

LEVEL UP YOUR GAME

True-to-life Screen Performance For All Things Gaming.

LENOVO
G24-20
66CFGAC1IN



LENOVO
G27q
66C3GAC1IN



TÜV Low
Bluelight, TÜV
Flicker Free



99%
sRGB

165 Hz



For More Details Contact Nearest RP tech Branch

RP tech

RP tech India



feedback@rptechindia.com



www.rptechindia.com

RP tech Branches : - Bengaluru - 22534200, Calicut - 4023613/4019059, Chennai - 28362881/82/83, Cochin - 4120202, Coimbatore - 2455686, Hubli - 4252202, Kottayam - 7025611222, Madurai - 4376362, Mangalore - 4255208, Mysore - 9945044900, Pondicherry - 0413 2242050, Secundrabad - 27721296, Trivandrum - 2729945, Vizag - +91 9848034781, Vijaywada - +91 9052422255

Global Cellular IoT Module Revenue Grows 58% YoY in Q4 2021; 5G, 4G Cat 1 Modules Fastest Growing

Global cellular IoT module revenue grew 58% YoY in Q4 2021, according to the latest research from Counterpoint's Global Cellular IoT Module and Chipset Tracker by Application. China, the leading region in the cellular IoT module market, accounted for more than 40% of the revenue. However, India was the fastest growing (154% YoY) cellular IoT module market. 5G was the fastest growing (324% YoY) technology followed by 4G Cat 1 (105% YoY). Router/CPE, PC and industrial were the top applications for 5G. Commenting on the market dynamics, Senior Research Analyst Soumen Mandal said, "Quectel, Telit and MeiG held the top three positions in the global cellular IoT module market, accounting for 40% of the total revenue in Q4 2021. For 2021, global cellular IoT module shipments and revenue grew by 59% and 57% YoY respectively."

Quectel's cellular IoT module revenue grew more than 100% YoY in Q4 2021. Strong partnerships, superior service and a wide range of product offerings are supporting its growth. Quectel launched a new ODM brand, Ikotek, targeting the US market. We expect it to help Quectel increase its footprint in North America and Latin America. Moreover, the products can be customized and designed according to the regulatory requirements of a project.

Telit made a strong comeback after a relatively weaker performance in recent history. Telit has been expanding its offerings, which is helping its revival. Telit NEXt is providing flexible connectivity plans across 190 countries to take advantage of emerging business models and removing major bottlenecks for many IoT device vendors. In Q4 2021, Telit's focus on Latin America to help customers migrate legacy 2G and 3G modules to 4G Cat 1 modules helped it become the leading module supplier in the region to complement its strong position in North America.

MeiG is another Chinese player which is making continuous progress and made it to the top three in cellular IoT modules, both in shipments and revenue. It is focusing more on AIoT and smart module-based higher-end applications such as router/CPE, intelligent cockpit, video recordings, industrial PDAs, drones and AR/VR. MeiG entered lower-end applications in 2021. This product mix of higher-end and lower-end modules helped MeiG increase revenue by more than 100% in Q4 2021.

Thales, Rolling Wireless, Sunsea, Fibocom and Sierra Wireless are other key players. Out of the top 10 players, Rolling Wireless and LG are focussing on the automotive segment only.

Thales is performing well in Europe, North America and Japan targeting smart meter, healthcare and industrial applications. Sunsea improved its performance in the global IoT module market, but it wasn't enough to prevent its share from going down. The industry is growing at a faster rate compared to Sunsea's growth. Fibocom is showing a stronger presence in 4G Cat 1 bis technology. However, Fibocom slipped out of the top five module vendors rankings due to weaker performance of NB-IoT modules.

Rolling Wireless's and Sierra Wireless's revenues increased 105% and 87% respectively. After spinning off from Sierra Wireless's automotive division last year, Rolling Wireless quickly made it to the top 10 module vendors list. Rolling Wireless and Sierra Wireless have been successful in targeting specific applications, such as automotive and router/CPE respectively.

Automotive, router/CPE, industrial, PC and POS are the top five cellular IoT applications in terms of revenue. However, drones, PC and router/CPE are the top three fastest growing segments. Smart meters is another key segment but the lower ASPs of NB-IoT and 4G Cat 1 modules mean it is not among the top five IoT applications in

terms of revenue.



Commenting on the regional performance of module vendors and pricing dynamics, Vice President Research Neil Shah said,

"International players made a strong comeback in Q4 2021 after weaker performance in the previous quarter. Quectel, MeiG and Sunsea were the top three cellular IoT module players in China in terms of revenue. For the rest of the world, Quectel, Telit and Thales were the top three cellular IoT module players."

Quectel is leading in most regions except Latin America, India and Japan. However, as these regions currently represent a small share of the global cellular IoT module market, it doesn't have much impact overall. Japan's preference for LTE-M works against Quectel.



In China, MeiG overtook Fibocom to become the second largest cellular IoT module vendor.

Neoway, another Chinese module vendor, maintained its leading position in the Indian market. Strong partnerships with smart meter manufacturers and telematics providers are helping Neoway to maintain its position.

The overall cellular IoT module ASP increased 7% sequentially due to supply chain constraints, especially in 4G modules. Chinese chipset players are trying to reduce the 5G module ASP for mass commercialization. However, 5G adoption hasn't picked up as expected. We see 5G peaking in the global cellular IoT module market after 2025.

India recorded highest growth in mobile broadband data in 2021

Nokia annual Mobile Broadband Index (MBiI) report 2022 reveals that with the Compounded Annual Growth Rate (CAGR) of 53% over the last five years, India has one of the highest data usage in the world. The growing number of data users and consumption per user is helping the country advance towards realizing the vision of Digital India.

The data traffic increased by 31% in 2021, with average mobile data consumption touching 17GB per user per month. India's growing 4G networks carried almost all mobile broadband traffic in 2021. The report further revealed that more than 40 million subscribers were added or upgraded to 4G services in 2021. This number will further grow as adaptation to digitization continues to grow. Metros have shown a significant increase in traffic as compared to the previous years.

The growing ecosystem of 4G-capable devices

is driving the growth in 4G subscribers and data consumption. India recorded the highest-ever shipment of more than 160 million smartphones, including 30 million 5G devices in 2021, with active 4G capable devices crossing 80% and the number of active 5G capable devices, crossing 10 million.

The report forecasts that user adoption will increase to ~60-75% of the smartphone user base by the calendar year 2025. The massive uptake of mobile broadband and video content is projected in the rural segment on the back of growing smartphone adoption.

Nokia MBI report projects that 5G services revenue is likely to grow at a CAGR of 164% in five years. This is in line with the global momentum gained by 5G. The technology is expected to contribute up to 1% of global GDP or \$1.3 trillion in revenue by 2030, driven by innovative use cases in several sectors, includ-

ing healthcare, utilities, next-generation media applications, manufacturing and smart cities.

Sanjay Malik, SVP & Head of India Market, at Nokia, said: "4G has played a crucial role in developing India's mobile broadband ecosys-



tem. Now, the upcoming 5G spectrum auction and the commercial launch of services later this year will help India bridge the digital divide and enable service providers to provide new and exciting use cases like Industry 4.0 and smart cities to fuel the digital economy. We look forward to supporting the Indian telcos in deploying 5G networks and providing a world-class network performance to citizens and enterprises."



NO.1 GAMING BRAND

Chosen by fans and media worldwide



ASUS Representatives:

AP / Telangana: 9652998785
Bangalore: 8123596011

Chennai: 9094003141
Delhi: 9310604085

Gujarat: 9833329721
Kerala: 9745111198

Mumbai: 9833329721
Madhya Pradesh: 9833329721

Rest of Maharashtra: 9890288528
West Bengal: 9836040976

www.asus.in | Toll Free No. 1800-2090-365

For feedback, email reachus@asus.com or info_india@asus.com

Seagate and Phison Broaden Partnership to Bolster Portfolio of High-Performance

Seagate® Technology Holdings plc, a world leader in mass-data storage infrastructure solutions, and Phison Electronics Corp. (TPEX: 8299), a global leader in NAND flash controller and storage solutions, announced today plans to expand their SSD portfolio of next-gen high-performance, high-density enterprise NVMe SSDs. The new SSDs will help enterprises lower total cost ownership (TCO) through increased storage density, lower power consumption, and higher performance. The companies also announced that they have entered a long-term partnership that will strengthen the development cycle and distribution of enterprise-class SSDs.

"We integrated Seagate's 40-plus years of mar-

ket-leading enterprise storage expertise with Phison's nimble ability to create highly customized SSDs to meet the ever-evolving needs of the enterprise storage market," said Jeff Fochtman,



senior vice president of business and marketing at Seagate Technology.

"Seagate is extremely excited to work with Phison on developing advanced SSD technology. Our selective focus allows us to serve the broad performance-driven enterprise SSD market while continuing our leadership in the specialized premium gaming SSD segment."

"Phison is proud to partner with Seagate to



expand our enterprise SSD product line," said **Sebastien Jean, CTO of Phison Electronics.** "Our leading in-house ASIC technology, coupled with engineering excellence, complements Seagate's deep industry knowledge.

In a show of commitment to this partnership, in 2020 we opened a development center in Broomfield, Colorado. Together, we will deliver winning solutions for a wide range of applications including Artificial Intelligence, Cloud Storage, and 5G edge computing."

Intel CEO Pat Gelsinger meets PM Modi



Intel CEO Pat Gelsinger met Prime Minister Narendra Modi in New Delhi. According to a statement from the Prime Minister's office, they had discussions on topics related to technology, research and innovation.

Taking to Twitter on the occasion, Gelsinger said, "Let's celebrate three decades of Intel partnership with India!"

In response to Gelsinger's tweet, Modi said:

Glad to have met you! We had excellent discussions on topics related to technology, research and innovation. I admire your optimism towards India.

Intel recently launched Blocksacle ASIC, a blockchain technology, the company's website revealed.

The Intel Blocksacle ASIC will play a major role in helping bitcoin mining companies achieve their



sustainability and hash rate scaling goals in the coming years, said Jose Rios, the blockchain's chief executive. blocks and commercial solutions within the Accelerated Computing Systems and Graphics group at Intel.

India logs into Tata's super-app, Tata Neu

Tata Digital unveiled its much-anticipated super-app Tata Neu. The super-app from the group seamlessly blends product commerce, service commerce, and financial services into a consumer-first, future-ready, integrated experience.

From fashion to finance, gadgets to groceries, hotels to health, and tech to travel, Tata Neu brings together diverse offerings, combining the power of various consumer brands of the Tata Group to deliver a superior experience. Tata Neu is a one-stop destination for all consumer needs. The super-app also offers a suite of financial offerings including UPI, bill payments, loans, and insurance.

Tata Neu creates deep value for consumers with its powerful yet simplified rewards program – Neu-Pass. Members earn 5% NeuCoins or more every time they shop, dine, or travel via Tata Neu. 1 NeuCoin equals ₹1, and consumers enjoy limitless freedom to earn NeuCoins on all categories and

spend these NeuCoins across any category. Neu-Pass members will enjoy several benefits like free deliveries, exclusive offers, a built-in credit line, early access to product launches and brand-specific privileges.

On the Tata Neu launch, **N Chandrasekaran, Chairman, Tata Sons** said,



"The Tata Group is focussed on transforming businesses for the digital world, and in the consumer context, bringing them together into a unified platform that offers an omnichannel experience. With Tata Neu, we are focused on making the lives of Indian consumers easier. The power of choice, a seamless experience, and loyalty will be at the centre of Tata Neu, delivering a powerful One Tata experience to Indian consumers."

Wipro Appoints Anis Chenchah as CEO, APMEA

Wipro Limited, a leading global information technology, consulting and business process services company, announced the appoint-



ment of **Anis Chenchah as member of the Wipro Executive Board and Chief Executive Officer, APMEA (Asia Pacific, India, Middle East and Africa).**

Anis has over two decades of experience in Consulting, IT and Business Process Services. He joins from Capgemini where he was the Global CEO of Capgemini Business Services and member of the Group Executive Committee. Prior to that, Anis held various leadership roles in Capgemini Financial Services across Europe and the Middle East. "I warmly welcome Anis to Wipro. His appointment is a bold indication of our ambition for exponential growth and leadership in APMEA as we tap into its promising future. With his successful track record of driving high growth in diverse contexts, managing complex transformations and building high-performance teams, Anis is well-positioned to accelerate our success in this strategic market," said Thierry Delaporte, CEO & Managing Director, Wipro.

Tech Mahindra Collaborates with Microsoft to Offer Next Generation Integrated Security Solutions for Customers

Tech Mahindra, a leading provider of digital transformation, consulting, and business re-engineering services and solutions, announced that it has collaborated with Microsoft to provide next-generation integrated security solutions for customers. As part of the collaboration, Tech Mahindra and Microsoft will build SenTindra, a cloud-based virtual security operations center developed on Microsoft Sentinel. SenTindra offers a single monitoring pane with all security components integrated to assist in immediate addressing of security threats and thereby giving customers an improved security posture.

With Tech Mahindra's secure assessment and migration approach backed by Azure's security features, SenTindra will cover the entire lifecycle of the migration and transformation requirements for a seamless and secure experience for customers. This collaboration will enhance security, simplify access,

and set smart policies across customers' different cloud environments.

Kunal Purohit, Chief Digital Services Officer, Tech



Mahindra, said, "Cyberattacks today are more advanced than ever before, hence there is a need for a holistic next generation security solution that brings data aggregation, analytics, visibility, orchestration, AI (Artificial Intelligence), ML (Machine Learning) capabilities bundled together. Through this collaboration we will provide the 'SenTindra' platform that will enable enterprises to experience focused industry use cases and custom solutions on Sentinel's next generation cloud native and scalable SIEM (security information and event management) solution."

Infosys and Rolls-Royce extend strategic collaboration

Infosys, a global leader in next-generation digital services and consulting, and Rolls-Royce, one of the world's leading industrial technology companies, inaugu-



rated their joint 'Aerospace Engineering and Digital Innovation Centre' in Bengaluru, India. This centre has been established to provide high-end research and development (R&D) services integrated with advanced digital capabilities to Rolls-Royce's engineering and group business services from India. Infosys and Rolls-Royce's collaboration has been reinforced through strategic deals, aimed at yielding mutual benefits to both organisations over the next seven years.

As part of this collaboration, Infosys and Rolls-Royce will combine their aerospace, engineering and digital services capabilities to explore opportunities for driving digital and engineering innovation and associated cost optimisation strategies. By expanding the local talent pool in the country, the two companies will also deliver manufacturing engineering services for the global civil aerospace ecosystem.

Over the last decade, Rolls-Royce established a multidisciplinary engineering centre in Bengaluru as part of its efforts to boost engineering and R&D services in India. In December 2020, Infosys and Rolls-Royce announced a collaboration for sourcing engineering and R&D services for Rolls-Royce's Civil Aerospace business, whereby Rolls-Royce transitioned a significant part of its engineering centre capabilities to Infosys. Infosys will continue to harness its experience, expertise, and investments in the domain to strengthen its existing capabilities and deliver enhanced end-to-end solutions while optimising operational costs for its customers.

boAt's next-generation audio range to feature Dirac's patented digital audio optimization solutions

Imagine Marketing Limited, India's #1 ranking among the wireless hearables brands (in terms of volume over multiple quarters from 2019 to the second quarter of the financial year 2022 under its flagship brand "boAt"), announced a collaboration with Swedish digital audio company Dirac to include Dirac's digital audio optimization solutions in boAt's next-generation audio range.



Sameer Mehta, Co-Founder and Chief Product Officer, Imagine Marketing Limited said, "Music is art, music is passion. For many, music is their entire life. With an unwavering belief in this spirit of sound, boAt has always endeavoured to expand its community of boAtheads by offering high-quality aspirational lifestyle-focused products to deliver pristine sonic experiences every single time. We are therefore beyond thrilled to collaborate with Dirac, an industry pioneer of audio pro-

cessing software, on our future portfolio of audio devices. We intend to combine boAt's signature sound with Dirac's digital audio optimization to bring consumers an iconic sound for the ages. Our understanding of the Indian consumer plus Dirac's experience in enabling high-quality sound is a perfect recipe for success."



Lars Isaksson, Dirac's Head of Business Development, Streaming & Headphones added "Working with boAt is a great opportunity for Dirac. Ever since boAt exploded onto the audio scene, they've created iconic products that quickly made them one of India's largest digital-first brands across multiple product categories. boAt specializes in high-quality products for the young, digitally-enabled and trend-conscious consumers, which dovetails perfectly with Dirac's commitment to bringing immersive sound to everyone, not just a few."

Happiest Minds partners with OutSystems, a global leader in low-code application development

Happiest Minds Technologies Limited, a 'Born Digital. Born Agile' digital transformation and IT solutions company, announced a strategic partnership with OutSystems, a pioneer and leader in the low-code application development market.

Happiest Minds and OutSystems share the vision to transform how enterprise software is delivered to their customers. This partnership will add a world-class, low-code platform to Happiest Minds' portfolio, enabling companies to develop, deploy, and manage omnichannel enterprise applications that run in the cloud, on-premise, or hybrid environments.

Ram Mohan C, Executive Board Member, CEO, Infra-



structure Management & Security Services, Happiest Minds Technologies, said, "Happiest Minds Technologies has always had a customer-centric business approach. We continually equip ourselves with digital tools to meet the ever-changing demands of our 'digital-first' customers. This partnership is a major step towards providing enterprises with end-to-end automation and powerful low-code application development without the complexity and unproductive time spent on manual processes and hand-coding."

Tejas Networks Announces Acquisition of Saankhya Labs (P) Ltd. To Enhance its Wireless Products Offering

Tejas Networks announced that it has signed definitive agreements to acquire 64.40% of shares of Saankhya Labs Private Ltd. Bangalore ("Saankhya") for Rs 283.94 Cr in cash. The initial acquisition of Saankhya shares is expected to close within the next 90 days. Tejas Networks, upon procuring all necessary consents and approvals, also intends to proceed with acquiring the balance 35.60% shares through a merger process or a secondary acquisition.



Sanjay Nayak, CEO & MD of Tejas Networks said, "We are committed to our vision to create a global telecom equipment company from India, which will provide an end-to-end stack of world-class

products and solutions based on latest technologies and customer requirements. This acquisition shows our continued commitment to expand our wireless product offerings to address the growing market opportunity. Saankhya's products would complement our existing 4G/5G Radio Access Network (RAN) products and positions us well for the emerging opportunities in the O-RAN and 5G Broadcast space. We are excited to welcome the highly talented and experienced team of Saankhya and the intellect and domain expertise they bring for wireless as well as semiconductor design. We expect that this acquisition will accelerate our roadmap to create a full range of trusted and secured, world-class telecommunication products."

Mindtree Expands in Pune, Opens a New Facility at ICC Tech Park

Mindtree, a global digital transformation company, announced the inauguration of its second facility in Pune, expanding its presence in the city. Located in the heart of the city at ICC (International Convention Center) Tech Park, the facility measures 43,000 sq.ft. and has the capacity to



accommodate more than 350 professionals. The LEED-compliant green facility embodies the latest in agile workplace design to provide a superior, collaborative working experience.

Mindtree began operations in Pune — the company's second location in India — in 2009 with a more than 200,000-sq.ft. facility in Hinjawadi that can accommodate over 1,300 professionals. On the back of rising global demand for its digital transformation services, the company has grown

rapidly in Pune over the last few years and today employs more than 3,700 professionals in the city with more than a third of its workforce consisting of women professionals. In the last year alone, despite the pandemic, the company's Pune headcount grew by as much as 2.5 times. Mindtree's Pune center is now the company's third largest globally in terms of headcount.

From Pune, Mindtree provides digital transformation services to some of the world's largest communications, media, technology, retail, CPG, manufacturing, banking, financial services, insurance, travel, transportation, hospitality, and healthcare companies in North America, Europe and Asia-Pacific. The center has extensive capabilities in a wide range of areas, including customer experience transformation, enterprise IT transformation, automation, digital engineering, Salesforce, digital integration and process automation, cloud, data modernization, DataOps, cybersecurity, and so on.

CtrlS starts construction of its third hyperscale data center in Hyderabad

CtrlS — Asia's largest rated-4 hyperscale data center has performed a ceremonial groundbreaking ceremony kicking-off construction of its third hyperscale data center in Gachibowli, Hyderabad. The data center will be spread across 131,000 square feet equipped with 1,600 racks powered by 18MW of electricity.

Hyderabad is a preferred destination for disaster recovery services, as the city falls under the seismic zone II. It is no surprise therefore that major organizations such as Flipkart, Bombay Stock Exchange (BSE), ICICI Bank, Amazon have either their offices or infrastructure collocated in the city. Hyderabad offers high quality infrastructure, robust power connectivity, industry-friendly data center policy by the Telangana government

besides a large pool of skilled IT resources.

Speaking at the groundbreaking ceremony, **Sridhar Pinnapureddy, Green Man of Indian Data Center Industry, Founder and CEO of CtrlS** said, "It gives me immense pleasure to add the third



(rated-4) hyperscale data center in Hyderabad. As we commence the construction of this facility, we are sowing the seeds for new employment opportunities, ability to help expansion of global multinationals and Indian businesses into the city of Hyderabad for their colocation or disaster recovery needs."

Zoom Extends its Innovation Commitment with a Second Technology Centre in India

ZVC India (Parent: Zoom Video Communications, Inc. HQ: San Jose, California, hereon in "Zoom") announced the setting up of a second technology centre in Chennai, reiterating its commitment to India. The Chennai technology centre is part of Zoom's expansion plans in India and will supplement the existing technology center in Bangalore, in addition to the two data centres in Mumbai and Hyderabad. The company also plans to gear up its hiring in India through 2022, tapping India's exceptional talent pool to continue on its growth and innovation trajectory.

"We recognise and value the importance of India as a crucial part of Zoom's growth strategy. With the addition of the Chennai technology centre, we strive to compete at the forefront of

technological leadership and help raise the bar in the new era of collaboration," said **Velchamy**



Sankarlingam, President of Product and Engineering at Zoom. "As Zoom strengthens its ecosystem for future innovations, our expanded presence in India will play an important role in helping accelerate the translation of ideas and concepts into path-breaking solutions for worldwide impact. We welcome talents in India to be part of our growing DevOps, IT, Security, and Business Operations teams as we scale our operations."

IBM Opens New Client Innovation Centers in India

IBM has opened its new IBM Client Innovation Centers (CICs) in Kochi and Coimbatore, India. This will fast-track digital transformation and enhance the economic growth in the regions which will strengthen the company's hybrid cloud & AI consulting capabilities.

"India is at the core of our growth strategy and plays an important role in enabling us to deliver greater value to our clients and partners across



the world," said **John Granger, Senior Vice President, IBM Consulting.** "The expansion of CICs to Kochi and Coimbatore will not only fuel our growth and address growing client requirements but also

help accelerate technology-led development in the region. A network of centers beyond the metros will also provide flexibility for employees in terms of work location, while giving us access to a broader talent pool and skill sets."

The new centers will leverage the IBM Garage method of delivery, an approach that uses leading technology to create fully integrated, best-in-class solutions to co-create, co-innovate, and co-operate with its clients and ecosystem partners in spearheading transformative work.

Ingram Micro Cloud Continues Global Expansion With Launch of AWS Platform Availability in India

Ingram Micro Cloud announced it will be distributing a full range of Amazon Web Services (AWS) to its reseller network in India, bolstering the offering of one of the world's most comprehensive and broadly adopted set of cloud solutions within an indirect reseller ecosystem.

Ingram Micro Cloud, an Advanced AWS Consulting Partner in the AWS Partner Network (APN) and AWS Distributor, announced its global Strategic Collaboration Agreement (SCA) with AWS in March 2021. One of the outcomes of the agreement is the expansion of the geographic reach and footprint of AWS and its partners globally. As a part of this global expansion, Ingram Micro Cloud will now deliver a complete portfolio of AWS services to resellers in India, complementing the company's recent AWS expansions in Australia, New Zealand, France, Mexico, Hungary and Poland. With access to a full suite of AWS offerings, Ingram Micro Cloud partners in India can expect to see new opportunities to meet customer cloud platform needs.

"As our collaboration with AWS evolves, Ingram Micro Cloud will continue focusing on bringing even greater value to our customers as we help them refine their AWS practice," said **Jyotil**



Mankad, director and head of cloud at Ingram Micro Cloud India. "Our vision is to help our partners win in the digital economy with the right solutions, strategy and platform, enabling them to build a steady stream of recurring revenue."

Intel Announces Initial Investment of Over €33 Billion for R&D and Manufacturing in EU

Intel announced the first phase of its plans to invest as much as 80 billion euros in the European Union over the next decade along the entire semiconductor value chain – from research and development (R&D) to manufac-



turing to state-of-the-art packaging technologies. Today's announcement includes plans to invest an initial 17 billion euros into a leading-edge semiconductor fab mega-site in Germany, to create a new R&D and design hub in France, and to invest in R&D, manufacturing and foundry services in Ireland, Italy, Poland and Spain. With this landmark investment, Intel plans to bring its most advanced technology to Europe, creating a next-generation European chip ecosystem and addressing the need for a more balanced and resilient supply chain. Pat Gelsinger, CEO of Intel, said: "Our planned investments are a major step both for Intel and

for Europe. The EU Chips Act will empower private companies and governments to work together to drastically advance Europe's position in the semiconductor sector. This broad initiative will boost Europe's R&D innovation and bring leading-edge manufacturing to the region for the benefit of our customers and partners around the world. We are committed to playing an essential role in shaping Europe's digital future for decades to come."

Expanding Leading-Edge Manufacturing Capacities for 'Made in Europe' Chips

The investment program is centered around balancing the global semiconductor supply chain with a major expansion of Intel's production capacities in Europe. In the initial phase, Intel plans to develop two first-of-their-kind semiconductor fabs in Magdeburg, Germany, the capital of Saxony-Anhalt. Planning will start immediately, with construction expected to begin in the first half of 2023 and production planned to come online in 2027, pending European Commission approval. The new fabs are expected to deliver chips using Intel's most advanced, Angstrom-era transistor technologies, serving the needs of both foundry customers and Intel for Europe and globally as part of the company's IDM (integrated device manufacturer) 2.0 strategy.

AMD announced the availability of the world's first data center CPU using 3D die stacking

AMD announced the general availability of the world's first data center CPU using 3D die stacking, the 3rd Gen AMD EPYC™ processors with AMD 3D V-Cache™ technology, formerly code-named "Milan-X." Built on the "Zen 3" core archi-



itecture, these processors expand the 3rd Gen EPYC CPU family and can deliver up to

66 percent performance uplift across a variety of targeted technical computing workloads versus comparable, non-stacked 3rd Gen AMD EPYC processors.

These new processors feature the industry's largest L3 cache,3 delivering the same socket, software compatibility and modern security features as 3rd Gen EPYC CPUs while providing outstanding performance for technical computing workloads such as computational fluid dynamics (CFD), finite element analysis (FEA), electronic design automation (EDA) and structural analysis. These workloads are critical design tools for companies that must model the complexities of the physical world to create simulations that test and validate engineering designs for some of the world's most innovate products.

Lenovo Commits to Hiring 12,000 R&D Professionals

Lenovo's annual company kick-off to mark the start of Lenovo's financial year, **Chairman and CEO, Yuanqing Yang**, set out the company's bold vision for the year ahead. This includes building on its recent commitment to double investment in Research and Development (R&D) and announcing that the Group will hire 12,000 R&D professionals around the world over the next three years, as well as setting a vision to achieve net-zero by 2050*. The intensified commitment to innovation, underpinned by Environmental, Social, Governance



(ESG) commitments, comes as Lenovo continues its transformation from a devices company to a global technology powerhouse that also includes services and solutions.

"My vision for Lenovo's innovation is to become one of the world's leading ICT companies, a pioneer and enabler of intelligent transformation," said Chairman and CEO, Yuanqing Yang. "Our investment plan will center around the "Client-Edge-Cloud-Network-Intelligence" architecture, with a three-track approach to focus on short-, medium- and long-term payback. Our intention is to optimize between technology with quick market returns and foundational research, and between continuous improvement and breakthrough innovation."

SonicWall Posts Record-Breaking Year as Channel Partners Thrive with Unparallel Product Demand

SonicWall announced that 2021 was its best year on record. Propelled by the delivery of high-demand products, including the evolution of its Generation 7 next-generation firewalls and a laser focus on its customers, SonicWall delivered record levels of sales and profitability in 2021.



"An unwavering commitment to SonicWall customers has had a major impact on the last 12 months of business," said **SonicWall President and CEO Bill Conner**. "We have more than 17,000 active SonicWall partners helping protect our cus-

tomers every day, and those same partners have increased market share in key price bands and market segments, confirming SonicWall's place as one of the unquestioned leaders in the cybersecurity space."

Despite a difficult economic climate, the company posted strong financial results strengthening its pipeline growth, including a 33% increase in new customer growth and generating a 45% increase in new customer sales. Additionally, SonicWall has seen incredible growth in cloud-delivered products and services, which are up 36% year-over-year. Plus, new Generation 7 products have represented 90% of sales over the past year.

Boeing and Microsoft deepen partnership in digital aviation

Boeing Company and Microsoft Corp. on Wednesday announced they are deepening their strategic partnership to accelerate Boeing's digital transformation. Through the expanded collaboration, Boeing will leverage the Microsoft Cloud and its AI capa-



bilities to update its technology infrastructure and mission-critical applications with intelligent new solutions that are data driven, further opening new ways of working, operating and doing business.

"Today's announcement represents a significant investment in Boeing's digital future. Our strategic partnership with Microsoft will help us realize our cloud strategy by removing infrastructure restraints, properly scaling to unlock innovation and further strengthening our commitment to sustainable operations," said Susan Doniz, Boeing chief information officer and senior vice president of Information Technology & Data Analytics. "Microsoft's demonstrated partnership approach, trusted cloud technologies and deep industry experience will help us achieve our transformation goals and strengthen Boeing's digital foundation."

Kingston Appoints Shree Computers Sales Private Limited as its National Distributor

Kingston Technology, a world leader in memory products and technology solutions, today added a coveted channel partner for its flash business—Shree Computers Sales Private Limited (SCSPL), a leading player for providing technology solutions



in India. The company will become one of the primary distributors of Kingston Flash Products in India and will provide

best-in-class quality products with high performance to discerning users in the country. Addition of SCPL is Kingston's endeavor towards reinstating its leadership position in the Flash business, and further strengthening its footprint

in the market pan India.

Shree Computers Sales Private Limited (SCSPL) is one of the frontrunners in memory and storage industry in India. Since 2009, SCSPL has endeavored to bridge the nationwide connectivity between the technology solution providers and its users.

The announcement comes on the back of Kingston's channel centric approach and reinforcing its leadership position. TRENDFOCUS, a leading analyst firm globally has named Kingston as the number one client SSD vendor in the channel with 22.2% for unit market share and 22.3 million client SSDs shipped for all of 2021 in the channel. In Q4 alone, Kingston's client SSD market share grew to a substantial 26.8% in the channel which displays a healthy annual unit growth despite ongoing component shortages.

RP tech India Successfully Concludes Partner Certification Program (PCP) in Hyderabad

RP tech India, the fastest-growing B2B IT solutions company, honoured its elite partners in Hyderabad. RP tech conferred 17 partners the 'Platinum Partner' status for their exemplary performance and long-term partnership with RP tech. MG Prasad, Secunderabad branch head, senior sales & marketing executives and champions visited partners' offices and felicitated them with the certificate and letter of appreciation.

Partners Certification Program (PCP) is the most vibrant and ambitious channel initiative of RP tech India. Since the launch, PCP has created a lot of buzzes in the channel fraternity. RP tech aims to confer 3000 Platinum and 1500 Diamond certificates to its valued partners. **Rajesh Goenka, Director – Sales & Marketing, RP tech India**, said, "We always cherish long-term relationships with the channel partner community. Partners have played a significant role in the consistent double-digit growth of RP tech India. PCP is the opportunity to formally acknowledge their trust in RP tech and welcome them to the elite RP tech Platinum Partner Club."

"PCP reiterates our commitments towards channel empowerment. Our team took a lot of effort in designing this program. We conducted channel mapping and market study to select the criteria for the certification. PCP program offers hosts of benefits to qualified partners. We are confident that the program will be a major milestone in our channel empowerment efforts", he added.

MG Prasad, Branch Head of Secunderabad, said, "We wanted to make this event special and memorable for all platinum partners. I am thankful to the team for their support."



Lalit Kothari, Owner of Shweta Computers and Peripherals, said, "We have not been awarded by any national distributor till now and RP tech is the first distributor to honour us with the elite Platinum Partner status. I am elated with this recognition. My journey with RP tech has been very smooth and there is good coordination with branch, product managers and sales managers. RP tech India is a very disciplined distributor, which in turn makes us disciplined and helps us doing good business."

Vishal Hisariya, Owner of Vishal Peripherals, "It is an honour to receive the prestigious Platinum Partner status from RP tech India. We have been working with them for more than a decade. They are very prompt in product delivery and support." Kishor Kumar, Owner Mehek Data System said, "I was not expecting this grand felicitation ceremony by the team RP tech. This is a good initiative to encourage partners, especially after the pandemic. We have had good experience working with RP tech. They have higher levels of transparency that gives us an easy of doing business with them. I look forward to deeper engagement with the team RP tech."

Abhishek Rungta, Owner of Computech said, "This is a unique initiative by any distributor to honour partners. I am thankful to the team RP tech for recognizing our performance. We are very comfortable doing business with RP tech. The interaction in terms of support and deliverables are always pleasant. The Hyderabad branch has gone out of the way to support us on numerous occasions. We are very thankful to them.

Srinivas Raja, Director of Blue Wave Technologies said, "I am seeing this kind of felicitation for the first time and I am very happy to be a part of the elite Platinum Partner Club. RP tech India's support is excellent among all distributors. The local teams are always accessible and they are prompt in action. It has been a smooth journey with RP tech and we look forward to doing more business with them."

Zenith Computers to re-enter India's PC and Laptop Market

Zenith Computers, one of India's most venerable computer and laptop manufacturers, announced its return with comprehensive product development and distribution strategy. According to sources, the company



is set to take a new leap of growth with a sound strategy in place, and the brand is backed up with an exceptional resurrection plan duly

supported by commensurate funds from an investing partner.

Founded in 1980, the company pioneered innovation in the laptop and PC business in India with the introduction of computer processor-based systems and peripherals, high-performance MS-D machines, and touch screens, becoming the first one to introduce UNIX, CPM, and networking in the country. Zenith was not only one of the most iconic computer brands in India but also was a pioneer in offering many unique consumer experiences in this space, which made it a household name in the industry and a preferred choice for office automation. Zenith's re-entry this year is in line with its growth strategy, which is carefully tailored to suit current market requirements.

R&M India invites Resellers from North, Central and East of India

R&M, a Swiss cabling systems developer and provider of high-quality fiber and copper solutions for network infrastructures around the world, is looking at expanding in the North, Central and East of India appointing new resellers. R&M India invites resellers from across North, Central and East of India to engage with R&M and be a part of its future journey. R&M India has state of art fiber and copper assembly manufacturing plant in Bangalore along with proof of concept to demonstrate the product and solution capabilities.

"Partner programs are the building blocks of any channel business. They bring us remarkable results and also good business to our partners. Considering the current and future scenarios of the Indian market, we design effective partner programs which not only help us to increase our business figures but also accelerate the growth of our channel partners," said, **Shajan George, Sr. Director Sales – Private Network, R&M India**. "In 2022, R&M India is planning to con-



duct 12 programs for its partners and SIs on various topics including training and certification programs. Conducting Partner programs help us to enrich our channel partners with the knowledge of new products and best

installation practices based on the industry standards. This helps them to explore newer markets. It also helps us to collect feedback from the customers and have a clear understanding of their demands. R&M has 200+ certified partners & SIs across the country. They conduct formal training programs in each city."

Gaurav Ahluwalia, Managing Director at R&M India said, "Resellers have a prominent responsibility in creating and expanding business opportunities across



India & SAARC region. They are conduit to reach out to our channel partners and tier2 – tier3 customers. R&M India has strengthened their supply chain and faster deliverables to support our resellers to reach out the channel partners."

At Creative, we believe in the power of ideas and innovation that presents newer opportunities for sustainable, scalable and meaningful change

Exclusive Interview with Ms. Purvi Patel, Co-founder and Whole time director, Creative Newtech Limited

Ms. Purvi Patel, who supervises the implemen-



tation of business strategy and planning at Creative Newtech, is the epitome of a modern professional woman. She effortlessly manages the arduous responsibility of assess-

ing market strategies and taking responsibility for introducing niche products for the organization's growth and productivity. Her proactive initiative, keen business sense, contagious passion, positive energy, and optimistic attitude enable her to motivate her team and build long-term strong client relationships. Her unique way of formulating thoughtful business strategy decisions and envisioning effective marketing and sales approaches, helped the organisation carve out a niche among its customers.

Ms. Patel began her career in the early 1990s as a strong supporter to Mr. Ketan Patel, Chairman and Managing Director, when Creative's business consisted of volume driven products including monitors, desktops, and other computer peripheral components. Realizing the changing market, Ms. Patel and Mr. Patel moved on to become end-to-end distribution specialists for niche, experiential brands. This led to the emergence of Creative as a market entry and penetration specialist.

Ms. Patel's future plan for Creative Newtech is to penetrate numerous geographies across India and countries in APAC and the Middle East. Her aim is to leverage their strength to enable more niche brands to enter and expand in new markets. Moreover, their expertise in licensed manufacturing will also be well-used as they bring more brands under this business model. She also heads the newly launched digital platform Ckart. As the platform gains momentum with more customers and transactions, she aims to utilize this technical know-how to expand the platform with additional functionalities and services, which would yield new revenue streams. Her plans are also to offer virtual warehousing services to customers after a certain period of

time. The services may either be integrated into Ckart, or may be offered via new digital platforms. In a sector crowded with competitors, Ms. Patel is confident in Creative Newtech's approach.

Creative NewTech was previously known as Creative Peripherals. What was the purpose behind rebranding your company?

In the new world of digital transformation, we need innovations and technology ideas that will help address the radically changing consumer and lifestyle needs. Creative Newtech Ltd represents this ethos of change and adaptability. We, as an organisation, are looking at technology from a new perspective to scale new horizons and take advantage of the business opportunities presented by the ever-evolving, fast-paced digital environment of tomorrow.

At Creative, we believe in the power of ideas and innovation that presents newer opportunities for sustainable, scalable and meaningful change. We also understand that while every opportunity may not be a business, but every idea can become a business opportunity. Therefore, we take ownership of every business idea which we stand committed to execute through our experience and expertise and take it to newer heights – building trust and long-lasting associations along the way.

It is this belief and the drive to constantly remain relevant in a fast-changing digital world that has led us to changing the official name of the Company from "Creative Peripherals and Distribution Limited" to "Creative Newtech Limited". "Newtech" stands for "New Technologies". This is what brands, partners and end consumers can expect from us – to be at the forefront of delivering the latest and most relevant technologies to the market. Our new brand logo also represents the same identity and vision of always powering ahead with great business ideas.

The pandemic has exposed the vulnerability of supply chains at global level – according to you what are the industry challenges?

The pandemic was a worldwide phenomenon at some stage or other various nations went into lockdown and over the years everybody had tried to build a super-efficient model with just in time inventory and scaling production with less dependency on certain countries for certain types of products.

All this efficiency is become bottleneck overnight, initially from a high inventory to sales ratio because of the lockdown to a point where

acute shortage of material was there and In addition to this maritime freight increased by 1500%, while air freight increased by nearly double, the cost of domestic freight distribution has increased by 25%. We had experienced everything during the pandemic.

But as they say every challenge is an opportunity to learn, we move from a central decision and supply chain model to a multi fragmented supply chain model with decision making also being passed on to various regional heads.

Cash flow, availability of products particularly in electronics and price increase are some of the industry challenges currently.

Have you observed any shift in consumer patterns, particularly from a geographical point of view from within India when it comes to online buying?

Due to the pandemic the digital shift propelled at a very fast pace and grew rapidly, C and D class cities also moved to online purchases. Even traditional stores have also opted for the omni channel sales, and we can see that post pandemic this consumer pattern will be permanent and keep on going.

What are the expansion plans? Are there any plans to extend the categories?

We are looking forward to the Gaming, and Honeywell licensee expansion. In the last quarter we launched Audio and AirPurifier ranges and now we are looking for more geographical expansion.

Being a women entrepreneur what mentoring tips would you like to share with upcoming Women Entrepreneurs?

If you see my Job Description it says "Whatever it takes" that has been my guiding philosophy. It is about doing what it takes to reach one's goal. So, one should start first and be careful where you would be heading towards. Everything else will fall into place if one has a vision to succeed in life.

I believe "One should know their markets". Being a business woman I require vision and enthusiasm, and recommend discarding the rose-tinted glasses to conduct regular competitor scans and genuinely comprehend the customers' needs. Creative Newtech is making significant progress across all three business lines, with plans to accelerate the company's growth in the next few years to be sustainable, scalable, and resilient.

Smartwatch Market Grows 24% YoY in 2021, Records Highest Ever Quarterly Shipments in Q4

The global smartwatch market shipments hardly grew in 2020 due to COVID-19, but they recorded a healthy 24% YoY growth in 2021, according to Counterpoint Research's recently published Global Smartwatch Model Tracker. The fourth quarter alone saw shipments of more than 40 million units, the highest quarterly shipments ever.

Associate Director Sujeong Lim said, "The global smartwatch market's good growth in 2021 is meaningful in itself, but it is more meaningful in that it makes us look forward to future growth. With their ability to monitor important health parameters like blood pressure, ECG and SPO2, these devices are becoming popular. Further, the attractiveness of smartwatches as independent wearable devices will increase if more of them start supporting cellular connectivity."

Market Summary:

- **Apple** maintained its solid No. 1 position with a 30% market share but fell 3% points YoY due to intensified competition. However, its ASP rose 3% without the release of the SE model in 2021. As a result, Apple accounted for half of the total market revenue.
- **Samsung** was one of the most successful smartwatch OEMs in 2021. Its QoQ growth was more than 200% in the third quarter to record the brand's best shipments ever. This growth retained strength until the last quarter. Moving to Wear OS through a partnership with Google has worked well for the brand in many ways.
- **Huawei** launched high-end new models and kids' smartwatches despite continued US sanctions, but inevitably its shipments would decline YoY. Due to the Watch GT 3 and Watch Fit Mini, which were released in the fourth quarter, Huawei's shipments more than doubled QoQ in the quarter.

- **imoo** did not release a new model in 2021, resulting in a slight YoY decline. However, as it entered markets outside China, such as Europe, it



remained the undisputed No. 1 in the kids' smartwatch segment.

- **Amazfit** succeeded in expanding its position in the market in 2021, recording more than 20% YoY growth over the past two years. Its ASP also rose 11% as the proportion of the GTR and GTS, the high-end models of the brand, gradually increased.
- **Garmin** performed better than expected in 2021. Garmin had initially focused on introducing high-priced smartwatches for special categories like aviation and divers. But it is gradually shifting focus to bringing attractive consumer products from price and design perspective. As a result, it showed 35% YoY growth and took sixth place by raising its global ranking by one place.
- **Fitbit** showed weak performance in 2021. Since the launch of the Sense and Versa 3 models in the third quarter of 2020, there has been no launch of new models, which seems to be due to strategy changes and reorganization due to the merger with Google. Therefore, it showed a YoY decrease of more than 15% in 2021. But it is expected to rebound with the release of the Versa

4 in the second half of 2022.

- **Xiaomi** showed strong performance with its Mi Watch Lite in the first half of 2021 and released the Redmi Watch 2 series in Q4 2021. In this series, it launched the 'Lite' variant to broaden users' choices and we expect it to contribute to Xiaomi's market share gain.

- **Noise**, the 1 local king in India's smartwatch market, was the fastest-growing brand among the global top 9 brands. Leading the growth of the Indian smartwatch market, Noise was India's No. 1 brand in 2021 and 2020.

One of the driving forces behind the growth of the global smartwatch market in 2021 was the expansion of the Indian market. The Indian smartwatch market accounted for only 3% of the global market in 2020, but it grew four times in 2021 to raise its global market share to close to 10%.

Senior Research Analyst Anshika Jain said, "Noise



is the No.1 Indian smartwatch brand and leads the growth of the local market. It captured the top position in 2021 due to its diverse product portfolio targeting the budget

and mid segments, as well as strong partnerships with e-commerce players, financial institutions and celebrities. Noise also focused on community building and slightly shifted its price base towards the lower side to make its smartwatches accessible to a larger group of people, a strategy that proved to be effective. All this resulted in Noise ranking third in terms of shipments after Apple and Samsung in the APAC region except China in 2021."

ISODA Conducts Physical Event 'Reconnect 2022'

ISODA (Infotech Software Dealers' Association), had recently organized its first physical



event -ISODA Reconnect after a gap of nearly two years. The event titled – ISODA Reconnects 2022, held from 2nd-4th of March at Resort Rio in Goa, was a grand success and witnessed participation from of ISODA members across India, leading vendors, and delegates.

The idea this time was to let members reconnect with each other face 2 face and have a gala time.



etc while keeping limited time for sponsors and meetings said the Isoda Committee. The agenda gave enough time for the members to interact and have fun while the sponsors got the opportunity to showcase their products and also network

We wanted to give more time for members to interact with fellow members and discuss business over the pandemic

with partners over the 2 nights 3 days event.

ISODA reconnect gave members the much-needed opportunity to reunite and celebrate the bonding while focusing on fun and networking with each other and with the sponsors present. The sponsors present were Microsoft, Savex, Thales, Sophos, Motadata, Avaya, Schneider, Log-Mein, Kapitex, Soti, Cososys, GFI, Teamviewer. The Isoda Committee behind the event were Alok Gupta – Chairman, Jitesh Chauhan – President, Gautam raj – Vice President, Zakir Hussain Rangwala – Vice President, Pradeep Daga – Secretary and Ravi Jalan – Treasurer with the help of all regional committee members.

NEW ARRIVAL COLLECTIONS EXCELLENCE IN PRINTING

HIGH SPEED MONO LASERPRINTER BP5100 Series & BM5100 Series

Print Speed: 40 ppm(A4)
Eco-friendly separate drum unit and toner cartridge
Auto-duplex printing, booklet printing, mobile printing (for Wi-Fi models)



>> COLOR LASERPRINTER

CP1100 Series & CM1100 Series

Print Speed: 18ppm(A4)
Poster printing, booklet printing, mobile printing (for CP1100DW)
Resolution: Max. 1,200*600 DPI



>> 4 INCH DESKTOP THERMAL TRANSFER LABEL PRINTER PT-L280 Series & PT-L380 Series

Resolution: 200DPI(PT-L280) / 300DPI(PT-L380)
Max. Printing Speed: 152mm/s(PT-L280); 102mm/s(PT-L380)
Ribbon length: support up to 300 Meter



>> 4 INCH INDUSTRIAL THERMAL TRANSFER LABEL PRINTER PT-B680 Series

Resolution: 300DPI
Max. Printing Speed: 203mm/s
Ribbon length: support up to 450 Meter



PANTUM SERVICE TOLL FREE NO.: 18003098240

WWW.PANTUM.IN

SALES REGION	PHONE NOS.	SALES REGION	PHONE NOS.
Tamil Nadu	99626 89877	AP & Telangana	97045 52444
Karnataka	8553232939	Kerala	8592827605

More reasons to
welcome with a smile!



GET, SET,
AND RING!
ULTRA



ULTRA AND
EXO PLUG-IN BELL
REMOTE



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

EXCLUSIVE SHOWROOMS

Mumbai | Kolkata | Siliguri | Hyderabad | Vijayawada
Hubballi | Ahmedabad | Noida | Jaipur | Kadapa | Jalore | Kochi | Calicut
Email : info@goldmedalindia.com | Toll Free No. : + 91 9711 09 09 09

www.goldmedalindia.com



Scan to view innovation
that fits your lifestyle