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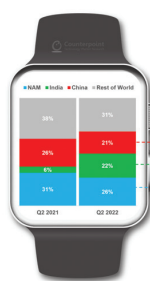


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India Smartwatch Market Takes Second Spot for First Time in Q2 2022

The global smartwatch market's shipments grew 13% YoY in Q2 2022 amid macro uncertainties such as inflation and geopolitical conflicts, according to Counterpoint Research's recently published Global Smartwatch Model Tracker. In particular, India's smartwatch market grew by more than 300% YoY to overtake China for the second spot. Indian OEMs



such as Fire-Boltt and Noise took top spots in global market share.

Associate Director Sujeong Lim said, "The market performed relatively well in the second quarter compared to the downtrend we expected three months ago.

However, as expected, China's economic slowdown resulted in a YoY decline in its market, with major Chinese brands such as Huawei, imoo and Amazfit seeing limited YoY growth or decline. Nevertheless, given that the smartphone market declined 9% YoY during the same period, we believe that the smartwatch market is on the right track to healthy growth."

Market summary

• Apple's shipments increased 8% YoY, taking the top spot in this quarter as well. However, as the effect of the new model launch gradually weakened, the decline in Apple Watch 7 series shipments became larger compared to the previous quarter.

• Samsung maintained its second place with a 40% YoY growth. The Galaxy Watch 4 series has maintained its popularity, especially in North America and India.

• Huawei took the first position in the Chinese market for the third consecutive quarter. But the brand will find it difficult to regain the second position from Samsung globally due to the brakes on its global expansion.

• Xiaomi's shipments increased 13% YoY with no significant change in its market share. The brand needs to increase its presence in India to further expand its market share, but competition will not be easy due to strong local brands.

• Garmin fell two places to the seventh spot compared to the previous year. However, due to its higher ASP, the brand ranked third after Apple and Samsung in terms of wholesale revenues.

• Amazfit's shipments declined 11% YoY due to the weak demand in China market. But it performed well

in India, growing 65% QoQ.

• Fire-Boltt recorded a remarkable increase in shipments, taking first place in India's market in terms of quarterly shipments.

• Noise grew 298% YoY, gaining popularity in both online and offline markets of India. However, due to the rapid growth of Fire-Boltt, it lost the No. 1 position in the Indian market with a 26% share.

By region, North America continued to occupy the top spot, but its gap with the second spot narrowed somewhat. A notable market for the quarter was India, which grew 347% YoY to overtake China for the second spot. Lim said, "During the quarter, 30% of models shipped in the Indian market sold for less than \$50, and major local brands launched cost-effective models, lowering the entry barriers for consumers."

China, which ranked second in the previous quarter, was pushed down to third place with a 10% YoY decrease in its shipments as consumer demand contracted due to COVID-19 lockdowns and negative economic growth. In addition, Europe, which ranked third in the previous quarter, was pushed down to fourth place with a 13% YoY decline against the backdrop of the Russia-Ukraine war.

India Application Software Spending to Grow 15% in 2022

End-user spending on enterprise application software in India is forecast to total \$4.7 billion in 2022, an increase of 14.8% from 2021, according to Gartner, Inc.

"Driven by the digital transformation agenda, Indian enterprises will continue to expand the share of software spending in their broader IT spending. Organizations are increasingly relying on software to operate all aspects of business," said Neha Gupta, vice president analyst at Gartner.

However, the growth in software spending will

be lower in 2022 than in 2021. "The volatile global macroeconomic situation has increased business uncertainty. Organizations will continue to put new long-term projects on hold selectively and cut the scope of high-cost projects and instead look to "quick win" projects that either have a shorter return on investment (ROI) or provide a competitive edge," said Gupta.

Applications critical for maintaining the quality of customer service, like supply chain management (SCM), supply chain execution (SCE) and

customer relationship management (CRM), will see increased spending as organizations look to address complex supply chains and volatile marketplaces, and more effectively adapt to change and disruption. Spending on CRM software is forecast to grow 18.1% in 2022, while SCM software spending will increase 10.2% (see Table 1). Likewise, core financial and planning tools will see increased spending as companies look to improve their ability to manage cash and ensure a firm financial foundation upon which to grow.

Table 1: India Total Enterprise Application Software End-User Spending Forecast, 2021 – 2023 (Millions of U.S. Dollars)

Market	2021 Spending	2021 Growth (%)	2022 Spending	2022 Growth (%)	2023 Spending	2023 Growth (%)
Analytic Platforms	360	19.6	419	16.5	495	18.2
Content Services	276	20.0	319	15.5	366	14.8
Customer Experience and Relationship Management (CRM)	959	20.5	1,132	18.1	1,341	18.5
Email and Authoring	568	21.7	659	16.0	768	16.5
Enterprise Resource Planning	460	18.5	514	11.6	566	10.3
Project and Portfolio Management	65	15.2	71	9.6	78	10.2
Supply Chain Management	196	14.4	216	10.2	241	11.4
Other Application Software	746	14.9	828	11.0	566	10.3
Overall Total	3,629	18.6	4,157	14.6	4,774	14.9

Indian businesses will also increase spending on email and authoring and content services to continue to support collaboration and remote/

hybrid work. A large portion of pandemic-related spending in these two markets occurred in 2020, causing a large peak that, while still

growing, has slowed spending for the next few years.

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India@100: Fostering Sustainable and Inclusive Growth

As Independent India turns 75 this year, it is an imperative to foster sustainable and inclusive economic growth, protecting people and the planet. Collaboration between business, Government, and society can surely spur economic growth that benefits everyone without destroying the planet.



Extreme weather and climate change impacts across Asia in 2020 caused the loss of life of thousands of people, displaced millions of others, and cost hundreds of billions of dollars, while wreaking a heavy toll on infrastructure and ecosystems. Sustainable development is threatened, with food and water insecurity, health risks and environmental degradation on the rise, according to a multi-agency report coordinated by the World Meteorological Organization (WMO).

The Global Risk Report by the World Economic Forum earlier this year revealed that environmental risks are perceived to be among the five most critical long-term threats facing humanity and climate action failure, extreme weather, and biodiversity loss rank as the top three most severe risks in the long term.

The Government has accorded high priority to sustainable development and outlined ambitious targets for climate change. India is one of the few countries on track to meet nationally determined contributions. A concrete pathway has been manifested in the announcement of a set of five-point targets by Prime Minister Narendra Modi at COP26, in Glasgow last year. India is the second most populated country in the world with a sixth of the world's population and for the world to achieve the Sustainable Development Goals, India must play a key role in delivering the SDGs.

Businesses as the primary engines of economic

growth and employment are well positioned to deliver on the promise of sustainable and socially inclusive economic development globally. In a dynamically changing global scenario, industries are facing multiple challenges with respect to disruptions in supply chains, increasing regulations, need for improving operational efficien-

cies, consumer activism, nature risks, social risks as well as meeting climate targets.

To successfully overcome these risks and prepare for the challenges, business enterprises must focus their whole attention on establishing resilience and agility. For this, sustainability must be placed at the heart of every business decision, embedded in business models and sustainable development should be a part of the business purpose and cannot be a separate activity. It must be rooted in the value and a part of the core strategy.

The business community is recognizing that business-as-usual will not work and they are looking to a better way of operating which will ensure that the health of the people and the planet is actually aligned. This will be possible through collaboration between all stakeholders – the private and public sectors, with support from NGOs, communities, and the Government, leveraging technologies while also adapting to the changes brought about by disruptions.

CII as the premier Industry Association, is deeply engaged in the area of sustainability and through its Centres of Excellence, contributes to nation building in the areas of water management and conservation, promoting energy efficiency, environment conservation and forest protection, climate change mitigation & adaptation and reducing emissions through green practices.

The way forward now, beyond India @75,

EDITORIAL

EDITOR: Dinesh Shyam Sukha
CO-ORDINATOR : Siddhi
PRODUCTION & OPERATION: Ramayya
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DESIGN : Dikshit
CREATIVE DESIGNER: MKVS
ACCOUNTS: Murthy

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towards India @100 for Industry, is largely through the parameters of technology and innovation and we must collaborate for solutions beyond boundaries that are not just limited to individual organizations. We need to think from the lens of a marathon runner and not from the perspective of a sprint. The focus should be on shared values of protecting the planet and that includes a critical role for the industry.

As large economic organs of society, businesses have the entrepreneurial and managerial capacity as well as the resources for R&D and innovation in terms of ensuring that green jobs and livelihoods are promoted and work towards nature-based solutions; encourage adoption of circular economy principles, and make sure that investments are scaled up in green energy. Enterprises that place sustainability at the heart of operational decisions will ultimately be better placed to harness emerging market opportunities, manage risks, and consolidate an enduring license to operate.

This article was contributed by Mr R Mukundan, Chairman, CII-Institute of Quality Advisory Council, Chairman, CII National Committee on Environment, Chairman, CII National Committee on Industrial Relations and MD & CEO, Tata Chemicals Ltd and was first published in CII Communiqué, August 2022 issue.

MAIT proposes MeitY to make inroads for ERSO

A delegation from India's leading apex body representing electronics and telecommunication MAIT made a detailed presentation recently on the opportunity for Electronics Repair Services Outsourcing (ERSO) to Shri Ashwini Vaishnav, Hon'ble Minister of Railways, Communications and Electronics & Information Technology (MeitY).



MAIT's president, Raj Kumar Rishi, led the presentation meeting along with other key industry experts and senior officials from MeitY, the Ministry of Commerce &

Industry, MoEF&CC, and the Ministry of Finance. The presentation was based on MAIT's earlier recommendation to the MEITY to make India a global hub for electronics products repair, as well as its identification of the potential of ERSO to bring in another revolution in the business outsourcing ecosystem.



Speaking on this development, Nitin Kunkolienker, President Emeritus, MAIT, said: "India is in an advantageous position to be a better place for ERSO as compared to its other counter-

parts in Asia, such as China, Taiwan, Indonesia, and Malaysia, due to various factors, including the availability of a competent workforce at a reasonable cost as well as other operational costs. We are happy that the Government has appreciated our idea and has considered it keenly." Earlier, in May 2022, MAIT submitted its recommendations regarding ERSO to the ministry. The recent meeting was the next step towards the same, where both government officials and industry experts representing MAIT brainstormed on the scope and practical implications of ERSO to take it forward.



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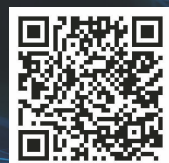
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Intel and Broadcom Achieve Major Wi-Fi 7 Industry Milestone

Intel Corporation and Broadcom Inc. showcased the industry's first cross-vendor Wi-Fi 7 demonstration, with over-the-air speeds greater than 5 gigabits per second. The trial used an Intel® Core™ processor-based laptop with a Wi-Fi 7 solution connected to a Broadcom Wi-Fi 7 access point.

"We are proud to highlight how next-generation Wi-Fi 7 can make new mobile PC experiences possible. Industry collaboration is essential to ensure we deliver on the promises of this new wireless technology. We would like to thank our colleagues at Broadcom for their

great technical cooperation, which helped enable this unprecedented, first-of-its-kind demonstration of ultra-high speed and ultra-low latency Wi-Fi 7," said **Carlos Cordeiro, Intel Fellow and Wireless CTO, Client Computing Group, Intel.**



Vijay Nagarajan, vice president, Wireless Connectivity Division, Broadcom, said, "Today's milestone sends a clear message: the ecosystem is ready and Wi-Fi 7 is here to deliver extraordinary capacity and

blazing fast speeds to extend gigabit broadband. The reliable, low latency communication provided by Wi-Fi 7 is a key element of Broadcom's vision for connecting everything as the Internet evolves to its next iteration replete with immersive experiences. Industry collaboration is key to making this unprecedented connectivity a reality and we were delighted to work with Intel to achieve another industry first."



Meta and Jio Platforms collaborate to launch JioMart on WhatsApp

Meta and Jio Platforms announced the launch of the first-ever end-to-end shopping experience on WhatsApp, where consumers can shop from JioMart right within their WhatsApp chat. A global first, JioMart on WhatsApp will enable users in India, including those who have never shopped online before, to seamlessly browse through JioMart's entire grocery catalog, add items to cart, and make the payment to complete the purchase – all without leaving the WhatsApp chat.

Mark Zuckerberg, Founder and CEO, Meta, said in a Facebook post, "Excited to launch our partnership with JioMart in India. This is our first-ever



end-to-end shopping experience on WhatsApp — people can now buy groceries from JioMart right in a chat. Business messaging is an area with real momentum and chat-based experiences like this will be the go-to way people and businesses communicate in the years to come."

Mukesh Ambani, Chairman and Managing Director, Reliance Industries, said, "Our vision is to propel India as the world's leading digital society. When Jio platforms and Meta announced our partnership in 2020, Mark and I shared a vision



of bringing more people and businesses online and creating truly innovative solutions that will add convenience to the daily lives of every Indian. One example of an innovative customer experience that we are proud of developing is the first ever end-to-end shopping experience with JioMart on WhatsApp. The JioMart on WhatsApp experience furthers our commitment of enabling a simple and convenient way of online shopping to millions of Indians."

Qualcomm Enables Japan with Complete Wi-Fi 6E Ecosystem as the Country Opens 6 GHz Band

On September 2 2022, the Ministry of Internal Affairs and Communications (MIC) of Japan amended Ministerial ordinance of Japanese radio law to allow Wi-Fi systems to be used in the 6 GHz band. Today, more than 22 countries have adopted the operation of Wi-Fi 6E systems using the 6 GHz band, and Japan now joins the countries committed to deliver this latest Wi-Fi innovation. As a result, Wi-Fi 6E devices that use Qualcomm Technologies, Inc.'s Wi-Fi platforms can be certified for 6 GHz operations in Japan.

"We are excited and applaud today's approval from the Ministry of Internal Affairs and Communications of Japan," said **Rahul Patel, senior vice president and general manager, connectivity,**



cloud and networking, Qualcomm Technologies, Inc. "We have led the industry in defining and subsequently proliferating Wi-Fi 6E on the strength of our FastConnect, Networking Pro Series and Immersive Home platforms. Consumers should see immediate value as they leverage products based on our platforms supporting Wi-Fi 6E."

Qualcomm Technologies' Wi-Fi platforms associated with this advancement include:

Qualcomm® FastConnect™ 6900 Connectivity System Wi-Fi 6E and Bluetooth® 5.3 mobile connectivity platform

Qualcomm® Immersive Home Platforms Tri-Band Wi-Fi 6E for high performance, Wi-Fi 6E home network infrastructure

Qualcomm® Networking Pro Series Platforms Wi-Fi 6E for enterprise-grade Wi-Fi 6E networking infrastructure

"We have been collaborating with Qualcomm Technologies for many years on their Wi-Fi platforms and we are very excited about the launch-Wi-Fi 6E in Japan. This milestone will dramatically improve the congested environment in Japan and congratulate the MIC on this achievement," said **Masaki Komatsu, General Manager of NEC Platforms, Ltd.**

Atlassian to hire over 1,500 employees by end of FY24 as it doubles down on its commitment to India

Atlassian Corporation Plc, a leading provider of team collaboration and productivity software and the maker of Jira, Confluence, Bitbucket and



Trello products, announced its plans to grow its India team to over 3,000 by the end of FY24 as part of

a major recruitment drive as the organisation reinforces its commitment to the India market. The 20-year-old company, which established its local presence in India in 2018, employs more

than 1,400 Atlassians at its world-class R&D centre in Bengaluru. To help support its plans to scale locally, the hiring will have a strong R&D focus, with roles across engineering, product and design, among others.

Atlassian employs some of the brightest and most talented people from across India, providing them with various opportunities to grow. Employees work on some of the company's most innovative and cutting-edge technology in an environment that fosters an open work culture and favours learning and development. Some of its global marquee clients include Bank of America, Redfin, NASA, Verizon and Dropbox.

In India, its customers include Ola Cabs, Reliance, Walmart Labs, and Flipkart, among others. As part of its ambitious growth plans, the company has set a long-term growth goal of becoming a \$10 billion business, alongside a hiring goal to grow its global workforce to over 25,000 by FY26. To achieve this, the three growth markets that the company is doubling down on are – agile and DevOps, ITSM, and work management. Atlassian has a history of making bold, long-term bets – and achieving them. In 2011, the company set a goal to reach \$1B by 2020 – and it achieved this 30% growth in nine years.



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Microsoft Announces Future Ready Application Hackathon for developers and digital natives

Microsoft announced the Future Ready Applications hackathon a six city, in-person hackathon for Microsoft customers and the developer community.

The hackathon provides participants a platform to showcase innovative solutions and solve real-world business challenges around four themes – fintech, ecommerce, sustainability, and developer velocity.

The hackathon will be held in Delhi NCR, Bangalore, Chennai, Pune, Hyderabad, and Kochi on September 24, 2022. Using Microsoft Azure services and tools, participants will need to build an application that addresses a business problem for the industry. The winning team will be shortlisted based on the innovative idea and their presenta-

tions. Participants also get the opportunity to be mentored by Microsoft subject matter experts who will guide them on leveraging Microsoft Azure to supercharge innovation strategies and accelerate their hack velocity.

The top three winners of the hackathon from each city will receive cash rewards of INR 50,000, INR 30,000, and INR 20,000 respectively. In addition to this participant will be given \$200 Azure credit coupons along with participation certificates.

Aparna Gupta, Executive Director, Customer Success, Microsoft India, said, “We are elated to launch the Future Ready Applications hackathon – a platform for developers to present their coding skills and solve interesting business problems and real-world challenges through Microsoft service offerings. Developers will be mentored by our Microsoft subject matter experts who will help them build the apps for tomorrow on Microsoft Azure.”

Airtel introduces Edge CDN ahead of 5G Launch

Bharti Airtel (“Airtel”), India’s premier digital communications solutions provider, announced multiple new products in its cloud portfolio ahead of the 5G service launch. The new cloud offerings will fall under Edge Cloud Portfolio and will include Edge CDN. Airtel will utilise Qwilt’s Open Edge Cloud solution for deployment.

Speaking about Airtel Cloud’s Edge Portfolio,



Ajay Chitkara, Director and CEO, Airtel Business, said, “With 5G around the corner, businesses will leverage the low latency, high bandwidth and high device density of the 5G spectrum to solve critical

problems using edge computing. Airtel has three key strengths to offer a differentiated set of cloud offerings – we have 12 large data centres and 120+ edge locations. We also have a network with comprehensive coverage across the country and to most locations across the globe. Finally, our GTM strength has direct relationships to all businesses in India small, medium or large.”

Coforge gears up for Metaverse and Web3 revolution with new Center of Excellence

Coforge Limited, a global digital services and solutions provider today announced the opening of its center of excellence (CoE) for the Metaverse and Web3. The facility will promote inter-disciplinary research and identify various use-cases using the metaverse and its intersection with digital technologies including blockchain, smart contracts, AI, ML, cognitive, data & analytics, and integration with other enterprise systems. Coforge aims to be at the forefront of the immersive experience, real-time presence, decentralized control, and possibilities metaverse & Web3 offer. The company also plans to train and upskill over 1000 employees to deliver on the Metaverse and Web3 requirements of its customers.

Commenting on this announcement, **Sudhir Singh, CEO, and Executive Director of Coforge** said,



“The ability to combine the physical world with the virtual world brings in tremendous opportunities in programming the next internet, content, and experiences from the factory floor to the board room. We are excited to engage with the Metaverse, Web3, and related technologies to tap the countless opportunities for innovation they offer in our core verticals of BFS, Insurance, and Travel & Hospitality and in new verticals like Retail, Manufacturing, Healthcare, and Public Sector.”

Wipro partnered with Cisco to accelerate cloud transformation for customers

Wipro Limited, a leading technology services and consulting company, has partnered with



Cisco to accelerate cloud transformation for customers. The partnership will enable Wipro customers to deploy Wipro FullStride Cloud Service to enable a fully automated hybrid-cloud stack, reducing the implementation time and enhancing the user experience.

Wipro and Cisco will collaborate to bring together the edge, private, and public clouds to

create an agile, programmable, and adaptable hybrid cloud solution. The full-stack IT-as-a-service platform will leverage technology from across Cisco’s Full Stack Observability solution including AppDynamics, ThousandEyes, Cisco Workload Optimization Manager (CWOM), Inter-sight and Secure Application. The platform will offer enterprises an array of integrated and fully managed services for their network infrastructure, hybrid cloud, security, and applications, delivering significant cost and performance optimization while also providing real-time visibility and insights.

CleverTap Raises US\$105M in Series D Funding Round Led by CDPQ

CleverTap, a leading global B2B SaaS platform for customer engagement and retention announced it has signed definitive agreements to raise US\$105M in a Series D funding round led by CDPQ, a global investment group who committed US\$75M, with participation from IIFL AMC’s Tech Fund, along with existing investors Tiger Global and Sequoia India. The funds will be used to support CleverTap’s global expansion

and enhance the development of its world-class solutions and technology.

Founded in Mumbai in 2013 and headquartered in Mountain View, California, CleverTap’s customer engagement and retention SaaS platform leverages machine learning and artificial intelligence to offer a comprehensive user engagement suite that enables brands to build valuable, long-term relationships with their customers.

OpenText to Acquire Micro Focus International plc

OpenText™ announced that it has reached agreement on the terms of a recommended all-cash offer to be made by Open Text Corporation (the Company), through its wholly-owned subsidiary, OpenText UK Holding Limited (Bidco), to acquire the entire issued and to be issued share capital of Micro Focus (LSE: MCRO) and (NYSE (ADS): MFGP) at a price of 532 pence per share (the Acquisition), implying an enterprise value of approximately \$6.0 billion on a fully diluted basis. The terms and conditions of the Acquisition are set out below and in a joint announcement released by OpenText and Micro Focus (the Announcement) in the UK today under Rule 2.7 of the UK City Code on Takeovers and Mergers (the Takeover Code). Capitalized terms not defined in this press release have the meanings given in the Announcement.

“We are pleased to announce our firm intention to acquire Micro Focus, and I look forward to welcoming Micro Focus customers, partners and



employees to OpenText,” said **OpenText CEO & CTO Mark J. Barrenechea**. “Upon completion of the acquisition, OpenText will be one of the world’s largest software and cloud businesses with a tremendous marquee customer base, global scale and comprehensive go-to-market. Customers of OpenText and Micro Focus will benefit from a partner that can even more effectively help them accelerate their digital transformation efforts by unlocking the full value of their information assets and core systems.”

ASUS Republic of Gamers Announces Rapture GT-AX6000

ASUS Republic of Gamers (ROG) announced Rapture GT-AX6000, a high-performance WiFi



6(802.11ax) gaming router with a striking all-new design.

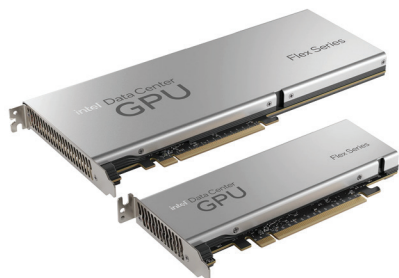
The futuristic ROG Rapture GT-AX6000 gaming router lets gamers connect more devices

and upgrades their gaming experience to the next level. Powered by a 2.0 GHz 64-bit quad-core Broadcom® CPU and flagship next-gen Broadcom WiFi 6 chipsets, it delivers wireless speeds up to 6000 Mbps with ASUS Range-Boost Plus for enhanced range, so it's always primed for the biggest battles. Fully customizable ASUS Aura RGB lighting effects make the GT-AX6000 a router that demands to be seen.

Built for high-speed throughput to deliver more bandwidth to more devices, the GT-AX6000 features two 2.5 Gbps Ethernet ports, and the router supports both WAN and LAN aggregation.

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The Intel® Data Center GPU Flex Series (formerly code-named Arctic Sound-M) helps free customers



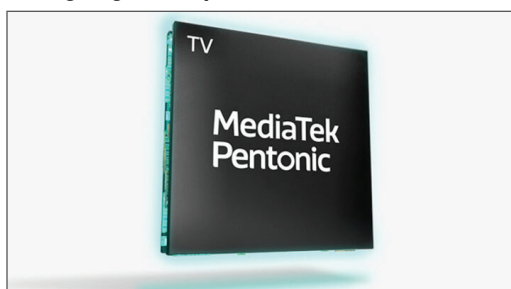
from the constraints of siloed and proprietary environments and reduces the need for data centers to use separate, discrete solutions. Intel offers customers a single graphics processing (GPU) solution

built to flexibly handle a wide range of workloads without compromising on performance or quality. It also helps lower and optimizes the total cost of ownership for diverse cloud workloads like media delivery, cloud gaming, AI, metaverse and other emerging visual cloud use cases.

"We are in the midst of a pixel explosion driven by more consumers, more applications and higher resolutions. Today's data center infrastructure is under intense pressure to compute, encode, decode, move, store and display visual information. Intel Flex Series GPU is a breakthrough design that uniquely solves today's computing demand while providing flexibility and scalability for the immersive experiences of tomorrow."

MediaTek Launches Pentonic 700 Chipset for Premium 120Hz 4K Smart TVs

MediaTek announced the Pentonic 700, a smart TV system-on-chip (SoC) with a powerful AI processing engine for premium 120Hz 4K TVs. With



AI-powered picture quality enhancements, support for Dolby Vision IQ with Precision Detail, integrated 4K120 MEMC and TCON, and gaming optimizations, the Pentonic 700 lets global TV brands elevate the all-around viewing experience for consumers.

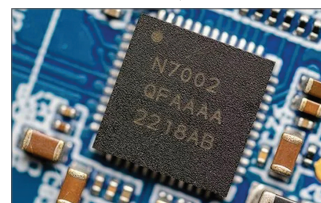
The Pentonic 700's integrated AI processing

unit (APU) supports MediaTek's AI-Super Resolution, AI-Picture Quality (AI-PQ) Scene Recognition and AI-PQ Object Recognition technologies for advanced edge smoothing and detail reconstruction. Dolby Vision IQ with Precision Detail further improves picture quality by improving the contrast in bright and dark spots for crisp, sharp imagery.

Smart TVs powered by the Pentonic 700 can display content from different sources on the TV screen with Picture-by-Picture (PBP) and Picture-in-Picture (PIP) support with PQ enhancement. At home, this technology allows users to stream different sporting events at the same time or video chat with friends and family while watching content together. In the office, these capabilities provide more video conferencing options and allow TVs to display different content streams at the same time.

Nordic Semiconductor announces its first Wi-Fi chip, the dual-band Wi-Fi 6 nRF7002

Nordic Semiconductor announces its entry into the Wi-Fi® wireless IoT market with the introduction of the nRF7002, an ultra-low power, dual-band Wi-Fi 6 companion IC.



The launch makes Nordic Semiconductor one of the few companies in the world to offer

all three of the world's most popular wireless IoT technologies: Bluetooth®, Wi-Fi, and cellular IoT. The nRF7002 is described as a 'companion IC' which means it is designed to provide seamless Wi-Fi connectivity and Wi-Fi-based locationing (SSID sniffing of local Wi-Fi hubs) when used alongside Nordic's existing products. These include the nRF52® and nRF53® Series multiprotocol Systems-on-Chip (SoCs), and nRF91® Series cellular IoT Systems-in-Package (SiPs). The nRF7002 can also be used in conjunction with non-Nordic host devices.

The launch of the nRF7002 follows Nordic's 2020 acquisition of the development team, core Wi-Fi expertise, and Wi-Fi IP tech assets of Imagination Technologies Group.

Snapdragon 8+ Gen 1 Powers Samsung Galaxy Z Series Devices Globally

Qualcomm Technologies, Inc. announced that its flagship Snapdragon® 8+ Gen 1 Mobile Platform is powering Samsung Electronics Co., Ltd.'s latest cutting-edge foldable smartphones, the Sam-



sung Galaxy Z Fold4 and Galaxy Z Flip4. The Company's newest flagship platform, Snap-

dragon 8+, is a premium-tier powerhouse delivering power and performance enhancements for the ultimate boost across all on-device experiences. The new Galaxy Z series devices also feature the latest Qualcomm® FastConnect™ 6900 Mobile Connectivity System, which brings premium Wi-Fi and Bluetooth for fast, sustained connection.

Snapdragon 8+ Gen 1 delivers the ultimate boost across Galaxy Z series experiences and lets users maximize their play all day. Snapdragon 8+ Gen 1 delivers ultra-smooth responsiveness and color-rich HDR scenes at the highest visual quality. With an improved Qualcomm® Adreno™ GPU and Qualcomm® Kryo™ CPU, Snapdragon 8+ provides up to 10% faster GPU speeds and CPU processing, as well as up to 30% GPU and CPU power efficiency improvement to deliver the ultimate gameplay experience[3]. Snapdragon 8+ also features the 7th generation Qualcomm® AI Engine for unbeatable intelligence and up to 20% better performance per Watt[1]. The devices also take advantage of a dedicated Trust Management Engine in Snapdragon 8+ to achieve heightened security for apps and services.

Logitech Chorus Reaches New Levels of Immersive, Ultra-Realistic Audio

Logitech announced the Logitech Chorus, a new integrated audio solution designed from the ground up for Meta Quest 2 to be the ultimate audio integration.



The new Logitech Chorus reaches a new level of immersive, ultra-realistic audio thanks to

a new approach to headset design with custom-tuned off-ear acoustics. Featuring an open-back design, rotating speakers, and an integrated strap solution, this new design is the optimal solution for Meta 2 Quest users, allowing them to stay cool, while moving fast and free in the

Metaverse. Nothing in or around your ear interferes with your game, your workout, or your creativity.

Logitech Chorus is the first high-performance off-ear audio solution designed specifically for Meta Quest 2, featuring big open-back audio drivers to create an immersive experience for the virtual world.

With the premium BMR drivers, gamers will hear all the big moments and the smallest details. Custom-tuned off-ear acoustics allows you to be immersed in the virtual world, but also be aware of the real world around you.

Weighing in at 6.42 oz (182 grams), the Logitech Chorus is lightweight and comfortable to wear for long periods of time. Chorus stays in place on your VR headset and never needs to be removed or unplugged.

Samsung pushes the boundaries of smartphone versatility with its fourth-generation foldables

Samsung Electronics announced the next generation of groundbreaking foldable smartphones: Galaxy Z Flip4 and Galaxy Z Fold4. Both devices feature custom-



izable form factors, tailored experiences and upgraded performance.

Now in its fourth generation, Galaxy Z series continues to break from convention to deliver new, impactful interactions that enhance everyday life.

As a testament to Samsung's dedication to superior craftsmanship, every component in both form factors

has been thoroughly analyzed to deliver a truly optimized experience to ensure that every consumer has a device to fit their needs. The Galaxy Z Flip4 builds on the success of Samsung's iconic form factor, adding key features, including an upgraded camera experience, a larger battery and expanded customization, while maintaining its ultra-compact design. The Galaxy Z Fold4 opens up new possibilities for users by delivering Samsung's most comprehensive smartphone experience to-date, offering shape-shifting design, immersive displays and PC-like multitasking features, in addition to advanced camera technology and powerful mobile processors.

Experience the Future with the Next-generation 16-inch ThinkPad X1 Fold

Lenovo announced the next-generation ThinkPad™ X1 Fold that redefines the foldable PC category that Lenovo created in 2020. The new ThinkPad X1 Fold is designed to offer full PC performance with a larger screen area, while maintaining the ultra-portability



that the original ground-breaking device offered. As the world's lightest 16-inch commercial laptop device¹, this

next generation delivers a versatile, powerful and portable device – with a sleeker and thinner design that can be comfortably used as a primary PC. Improving on

a category-defining PC is not easy, but Lenovo's done just that. Through a combination of customer feedback and end user insights, the innovative design features a 22% larger 16-inch folding OLED display, 25% thinner chassis, and thinner bezels all around to produce a premium, streamlined look and feel that extends to the aluminum frame and a back cover made from 100% recycled woven performance fabric.

When building a next-gen device, there's the advantage of learning from a solid base of customer experience and a groundswell of user input. This insight has served Lenovo well in defining four primary areas where the experience must be flawless: performance, keyboard, display and design.

GIGABYTE Holds Global Campaign “AERO 16 Relay Challenge”

GIGABYTE, the world's leading computer brand, wowed the creator community with its completely re-designed AERO series laptops since their launch earlier this year. Above all, the AERO 16 creator laptop is particularly designed with graphic designers, video editors, and photographers in mind, delivering X-Rite™ certified and Pantone® validated ($\Delta E < 1$) color accuracy. Combined with the Super Narrow Bezel 4K+ OLED



display and VESA-certified DisplayHDR™ 500 True Black, the AERO 16 laptop brings true-to-life colors that make creators' inspirations come alive. To share such a creative edge, GIGABYTE is inviting the whole community to join AERO 16 Relay Challenge and pass on the joy of color and creation on social platforms. The campaign is led off with the Color Relay Challenge. Starting from August 10, participants are invited to apply the AERO 16-themed Instagram AR filter and complete the tasks for a chance to win awesome prizes.

LG UltraGear Debuts 240Hz Curved OLED Gaming Monitor at IFA 2022

LG Electronics (LG) is unveiling its latest premium monitors at IFA 2022 in Berlin, Germany, including the superb, new UltraGear™ OLED gaming monitor (model 45GR95QE). LG's first curved OLED display with a 240Hz refresh rate, the 45-inch model is designed for immersive gaming experiences, offering the visual performance, speed and features



serious gamers demand.

Visitors to LG's booth at IFA 2022 can explore a wide range of cutting-edge LG monitor products, including the new UltraGear and the UltraFine™ Display Ergo AI (model 32UQ890), which delivers a truly customizable setup for superior user comfort at home or at the office.

UltraGear OLED Gaming Monitor

In addition to being LG's first 45-inch curved OLED gaming monitor with a 21:9 aspect ratio and WQHD (3440 x 1440) resolution, the 45GR95QE is also the company's first-ever display to combine a 45-inch screen-size with an 800R curvature; a pairing that helps boost users' sense of immersion. A genuine gaming powerhouse, the 45GR95QE will be displayed at IFA 2022 along with LG's impressive 48GQ900 UltraGear OLED gaming monitor.

The new ASUS ROG Strix Scar 17 Special Edition, the ultimate gaming laptop for eSports enthusiasts

ASUS India, Republic of Gamers (ROG) announced the upgrade to its ROG Strix Scar 17 PCs with the launch of the most awaited Special Edition (SE) in



India. Over the past few years, the name Strix Scar has become synonymous with a top-of-the-line gaming experience, And the upgrades made

to both the performance and cooling mechanism of the special edition – cement this notion further. It is equipped with the new top-of-the-line Intel 12th gen Core i9 HX series of processors. Featuring TDP levels of up to 65W, a jaw-dropping core count of 16 cores, 24 threads, and boost clocks of up to 5GHz, it can overcome any challenge you throw at it. The laptop is designed to provide unmatched performance and gameplay on the fly to gaming enthusiasts and eSports players empowering them to harness their full potential. The ROG Strix Scar 17 SE is here to take your immersive gameplay experience to the next level. The product pricing starts from INR 3,59,990/- and will be available online and offline.

The latest ROG Strix Scar 17 Special Edition brings game-changing enhancements to your eSports experience. It is equipped with an aluminum lid, which features a new covert design overhaul. Additionally, all Strix SCAR 2022 staples are still present in the special edition, along with the high-resolution QHD 240Hz 3ms panel.

Redington Continues Strong Momentum with 25% Y-o-Y growth

Redington, announced its financial results for Q1FY23, which ended on June 30, 2022. It has been a strong quarter for the company with an aggressive performance across all business segments and geographies. Global revenues have grown a healthy 25% YoY and at 315.8 crores PAT has grown 33%. Operating margins for the quarter have expanded with a 34% YoY. "We are very pleased with the results of the first quarter of FY23. While the growth of technology industry is stabilising globally, our execution aligned to the strategic pillars of innovation, technology and partnerships is driving strong, differentiated outcomes. At Redington we are working towards addressing technology friction – the gap between innovation and adoption – across different sectors by

democratizing accessibility and availability of a wide range of technology products, solutions, and services." said **Rajiv Srivastava, Managing Director, Redington Ltd.** Redington continues to work closely with its vast network of channel partners to simplify the procurement, supply chain and adoption of technology products for Enterprises, MSMEs, start-ups and consumers in all the 37 markets where it operates. ProConnect – the Logistics Services arm of Redington has been consolidating its position in the marketplace with strong execution in Q1.



Quick Heal Technologies posts its Q1-FY23 results with ~50% YoY growth in the Enterprise segment

Quick Heal Technologies Limited, one of the leading providers of cybersecurity and data protection solutions to consumers, businesses, and government, reported its unaudited results for the quarter ended 30th June 2022.



Dr. Kailash Katkar, Managing Director and Chief Executive Officer, Quick Heal Technologies Limited, said, "Our 1st quarter results show an improved YoY double digit growth in Revenue. The

Enterprise segment continues its strong momentum because of our years of hard work on the R&D and customer centricity. We have set up a strong customer base in the SMB segment in India through years of S&M efforts. With the new product releases and our shift towards large Enterprise, the future looks far more promising.



Our newly launched ZTUA product was able to garner traction and acquired its first customer in this quarter, which further solidifies our belief," he added. **Navin Sharma, Chief Financial**

Officer, Quick Heal Technologies Limited, said, "We have delivered strong growth in revenues within Q1-FY23, through continued demand for our products. The enterprise segment has already become one-third of our overall business and has grown by ~50% YoY. We are continuing to invest heavily into R&D and S&M for the future. We have seen early successes and are very confident of the future growth. We are committed to driving shareholder value by growing profitability across both of our segments and driving solid Unlevered Cash Flow. We have constantly rewarded our shareholders through buyback and dividend distribution programs and have returned INR 436 Cr to our shareholders since FY20," he added. We have proposed a buyback of INR 150 Cr for our shareholders.

Segmental performance for the quarter ended 30th June 2022:

- ✓ Retail segment revenue stood at ₹42.8 Cr with a flattish trajectory compared to the similar period last year.
- ✓ Enterprise and Government segment revenues stood at ₹21.6 Cr as compared to ₹14.5 Cr in the same period of the corresponding year, up 49.1% YoY.

Infosys delivers a robust performance in Q1 with year-on-year growth at 21.4%

Infosys, a global leader in next-generation digital services and consulting, delivered a robust performance in Q1 with year-on-year growth at 21.4% and sequential growth at 5.5% in constant currency. Year on year growth was in double digits across all business segments in constant currency terms. Digital accounted for 61.0% of overall revenues, growing at 37.5% in constant currency. Net hiring was strong at 21,171. Operating margin for the quarter was 20.0%, with Free Cash Flow conversion at 95.2% of net profit. "Our strong overall performance in Q1 amidst an uncertain economic environment is a testament to our innate resilience as an organiza-

tion, our industry-leading digital capabilities and continued client-relevance. We continue to gain market share and see a significant pipeline driven by our Cobalt cloud capabilities and differentiated digital value proposition", said **Salil Parekh, CEO and MD.** "We are investing in rapid talent expansion while ensuring rewarding careers for our employees, to better serve evolving market opportunities. This has resulted in a strong performance in Q1 and increase in FY 23 revenue guidance to 14%-16%", he added.



Persistent Revenue Grows 11.1% Q-o-Q and 44.8% Y-o-Y for Q1 FY23

Persistent Systems announced the Company's audited financial results for the quarter ended June 30, 2022, as approved by the Board of Directors.

Anand Deshpande, Founder, Chairman and Managing Director, Persistent:



"We would like to thank Pradeep Bhargava, Guy Eiferman and Thomas Kendra for their guidance and encouragement during their tenure as Board members.

We are pleased to welcome Arvind Goel, Dr. Ambuj Goyal and Dan'l Lewin as Directors to the Board of Persistent Systems Ltd. Their vast expertise and experience add significant value as we embark on the next phase of our growth journey."

Sandeep Kalra, Chief Executive Officer and Executive Director, Persistent:



"We are delighted to start the new fiscal year with an exceptional performance — delivering 11.1% sequential and 44.8% year-over-year growth as well as our highest ever TCV booking of \$394M. We strengthened our team by adding over 3,000 colleagues, pushing us beyond the 20,000-employee mark.

Our differentiated Digital Engineering expertise, trusted delivery model, robust client relationships and strong partner ecosystem continue to fuel our growth. In addition, we are confidently working with our clients to help them navigate and thrive in the evolving economic environment.

Mphasis records new TCV wins of USD 302 million in Direct business

Mphasis Limited, an Information Technology (IT) solutions provider specializing in cloud and cognitive services, announced its financial results for the quarter ended 30th June 2022.

Quarter ended 30th June 2022

- Gross Revenue grew 4.5% QoQ and 26.8% YoY on a reported basis to INR 33.9 billion (USD 436 million) and grew 2.0% QoQ and 22.1% YoY in Constant Currency
- Direct revenue grew 5.0% QoQ and 33.3% YoY on a reported basis to INR 31.7 billion (USD 408 million) and grew 2.4% QoQ and 28.3% YoY in Constant Currency
- New TCV wins of USD 302 million in Direct, of which 84% in new generation services
- Net profit grew 2.5% QoQ and 18.3% YoY to ₹ 4,019 million. Adjusted for the M&A charges, net profit grew 24.0% YoY to ₹ 4,213 million
- EPS grew 2.4% QoQ and 17.8% YoY to ₹ 21.4. Adjusted for the M&A charges, EPS grew 23.4% YoY to ₹ 22.4.

"Our consistent growth is a testimony of continued investments in the right service areas and institutionalization of our Tribes & Squads led competency model. We continue to stay focused on navigating the current environment with agility, driving growth for the business, while providing margin stability," said



Nitin Rakesh, Chief Executive Officer, and Managing Director, Mphasis.

vCloudPoint eyes to steer the zero client computing market in India ahead

A zero client computing solution is one in which users replace PC desktops or laptops with the access client devices, called zero or thin clients, which remotely connect to virtual desktops centrally hosted in the servers at the datacenter. vCloudPoint zero client computing solutions are innovative desktop computing solutions that shift the traditional PC computing infrastructure to a centralized computing model.

vCloudPoint is a company which was started in 2014 in China and India operations started in April, 2019. Chennai is the hub for India operations with the company running a full-fledged team for pan India.

We have an in-house pre-sales, sales, post sales and marketing team as well as the replacement team in Chennai. Besides, every locations,



like (Mumbai, Hyderabad, Kolkata, Kerala) has a sales team and they all remain connected with the Chennai headquarter on a remote basis. We have sales resources across India and they are capable of

covering the entire market,” **Viswanathan Murugesan, Director – vCloudPoint.** vCloudPoint has signed national distributor Shree Info System Solutions (SISS) for importing and providing RMA support.

A two-pronged GTM strategy

The go-to-market strategy of vCloudPoint is designed into two approaches. One is the distribution channel – for instance, every state in the country will have one distributor, who then handles the entire market by billing through tier II partners. “So we don’t have two distributors for any particular state. Once we have arrived at an agreement, the signed distributor will be sole responsible for that region.

Whatever leads we get through from different sources, Our in-house lead generation team will validate first and pass to the consigned partners,” explains Viswanathan.

The other option is when vCloudPoint does not have a distributor, they directly bill to the tier II partners. “For example, in the UP market, we don’t have a distributor. So, partners from UP can directly get the material from us as of now. So, either we go with a distributor or through tier II partners for a region,” he adds. However, the UP market is a huge one, and like puts it, the volume of business expected from the UP market is somewhat equal to the busi-

ness coming from South India. “Though we are getting regular business from this market, we are also looking for a distributor now since we are now on an expansion mode. But since our product is a solution, we simply do not approve of a distributor who does only box moving.

Whoever we sign as a distributor should own the responsibility for that territory as a Monopoly for that particular region. We are not going to have two distributors for the same region. We have certain criteria like – every partner need to have a dedicated sales & technical team who are intricacy in product sector. The distributor should be able to educate the partner on the technical aspects. They should be knowing the channel market and having a team to drive it,” Viswanathan contends.

Key vertical focus

Talking about a zero client product in India, almost every brand gets into the educational segment, Since majority of the business comes from this segment. Almost 60% of the Vcloudpoint business happens in educational sector.

“During the pandemic situation, we had a growth of more than 50-60 % focusing on SMB segments. So we have started pitching products in SMB segments, like hospitals, call centers, enterprises and manufacturing industries. Thus had a wide perspective of the market.” he says. “We have an unique feature called IP virtualization. Globally, no other zero client brands have this particular feature in zero client technology and that works as a plus point for us,” Viswanathan adds.

vCloudPoint is now extended its segments into hotels, retail market and Govt. For example in retail customer – The Chennai Silks & For government sector – Pondicherry government schools, all run on VCloudpoint devices.

“We cannot predefine any specific verticals. In spite of education being the top priority and still contributing more, we have equal focus on SMB segments too,” he agrees.

And so...

The company’s focus is very clear – India is globally #1 for VcloudPoint business across all the countries at present. So the China HO is completely focused on developing the Indian market.

“We are into the growth phase. Example, if you compare last year to this year, we are growing at a pace of more than 150 %. So, this year, we are expecting 3x growth compared to last year, which is around 300 % increase in volume.”

“We are looking for good distributors from the states where we don’t have. We have good products with unique features. We also provide 3 years replacement warranty for our devices,” Viswanathan sums up.

iValue Becomes a Delinea Distribution Partner to Offer Enterprises in India Seamless Cyber-Security

iValue InfoSolutions, India’s premium technology enabler, today announced a distribution relationship with Delinea, a leading provider of privileged access management (PAM) solutions for seamless security. iValue customers in India will be further empowered to utilize Delinea’s industry-recognized PAM solutions to protect critical data and sensitive code, secure endpoints and devices, and control cloud access.

“Enterprises are going through digital transformation and are challenged with increasingly complex privileged access requirements to secure their digital assets from an expanding threat landscape. Delinea’s comprehensive suite of PAM solutions helps customers reduce risk, ensure compliance, and streamline security. Delinea provides powerful, customizable, and scalable solutions that help organizations of any size regardless of their current security maturity level.



iValue trusts that these solutions would help the Indian enterprise market leverage the benefits of robust security,” said **Mr. Subodh Anchan – Vice President – Vendor Alliance, at iValue InfoSolutions.**

RAH Infotech Strategically Partners with ThriveDX to Offer Cybersecurity Training to Protect Organizations in India

RAH Infotech, India’s specialty technology distributor today announced it has partnered with global cybersecurity EdTech leader Thrive DX to distribute its powerful cybersecurity training solutions across its partners and customers in India.

“The security landscape is evolving each day, we hear more instances of organisations being breached due to a lapse in judgment from an innocent employee. The risk of leaving enterprise security dependent only on technology implementations is too big to ignore anymore. The human element in security needs a major uphaul and ThriveDX provides the perfect solution to



mitigate the risks of phishing attacks through the widest range of phishing attack simulations and training modules” said **Ashok Kumar, MD, RAH Infotech.** “ThriveDX is rapidly expanding its operations globally and we are glad we could join them on this mission.”

INDIA SHIPPED 3.7 MILLION PCS IN 2Q22

The India traditional PC market, inclusive of desktops, notebooks, and workstations delivered another strong quarter (Apr-Jun 2022) shipping over 3.7 million units with a year-over-year (YoY) growth of 17.8%, according to new data from the International Data Corporation (IDC) Worldwide Quarterly Personal Com-



puting Device Tracker. The government segment was strong due to spillover orders from the previous quarter, but the other segments are slowing, with channel inventory increasing. While the notebook category continued to be the volume driver with 2.6 million units, its growth rate reduced to 7.3% YoY compared to over 30% YoY on average for the last three quarters. The desktop category, however, continued its strong run, shipping more than one million units for a second consecutive quarter.

The demand for PCs was rather positive through April, but it slowed in the second half of the quarter, as the reopening of colleges got pushed to 3Q22. The enterprise segment grew

by 14.9%, much lower than the previous three quarters as order materialization got delayed. Similarly, the SMB growth rate was lower than in the previous two quarters, and channel inventory increased considerably as demand tapered.

"Online channels have been softening over the last few quarters. While high footfall in offline channels led to a positive quarter for consumers, the growth tapered as schools started to open, thereby leading to reduced remote learning demand," said Bharath Shenoy, Senior Market Analyst, PC Devices, IDC India.

Shenoy added, "As the opening of colleges got delayed to the third quarter this year, vendors are still hoping that back-to-college promotions will bring back consumer momentum. Online sales are also expected to start at end of 3Q22. However, high channel inventory is a matter of concern, and an inventory correction is inevitable in the next few months."

Top 5 Company Highlights: 2Q22

HP Inc. shipped over 1.15 million units and continued to lead the overall PC market with a share of 30.8% in 2Q22. Its consumer share witnessed a marginal decline in share though it continued to lead the segment with a good margin. While government deals helped its commercial desktop performance, some backlogged enterprise orders helped it perform strongly in the commercial notebook category. Dell Technologies continued to stay second behind HP with a market share of 21.6% share

with 15.2% YoY growth in 2Q22. While it continued its strong run in the commercial segment with a share of 27.1%, its performance wasn't as strong in the consumer segment. The vendor led the enterprise notebook category with a share of 39.7%, driven by strong demand from its global accounts.

Lenovo continued to hold its third position behind Dell in 2Q22 with a share of 19.6%. The vendor grew an impressive 38.8% YoY in the consumer segment but lost some momentum in the commercial segment due to delayed orders. The vendor still performed well in the SME segment, where it grew by 51.8% YoY and was second behind HP.

Acer Group has been losing ground, but it did retain the fourth position with an 8.9% market share in 2Q22. It continued to do well in the commercial desktop category, as it witnessed a YoY growth of 66.7%. However, the vendor has been struggling in the consumer segment, as it stood sixth behind Apple with a meager share of just 3.8%.

ASUS maintained the fifth position with a share of 6.1% in 2Q22, as it grew by a healthy 53.3% YoY. The offline expansion has helped the brand maintain momentum and grow by more than 50% YoY in the consumer segment for a second consecutive quarter. The vendor also has been doing great in the branded gaming category and is expected to maintain its momentum in the upcoming quarters.

India PC Market, Top Five Companies, Market Share, Year-over-Year Growth 2Q22 (Shipments are in thousands of units)

Company	2Q22 Shipments	2Q22 Market Share	2Q21 Shipments	2Q21 Market Share	Year-over-Year unit change (2Q22 vs 2Q21)
1. HP Inc.	1,153	30.8%	1,066	33.6%	8.1%
2. Dell Technologies	807	21.6%	701	22.1%	15.2%
3. Lenovo	734	19.6%	564	17.8%	30.0%
4. Acer Group	332	8.9%	276	8.7%	20.7%
5. Asus	230	6.1%	150	4.7%	53.3%
Others	486	13.0%	418	13.2%	16.3%
Total	3,741	100.0%	3,175	100.0%	17.8%

Source: IDC Worldwide Quarterly Personal Computing Device Tracker, August 2022

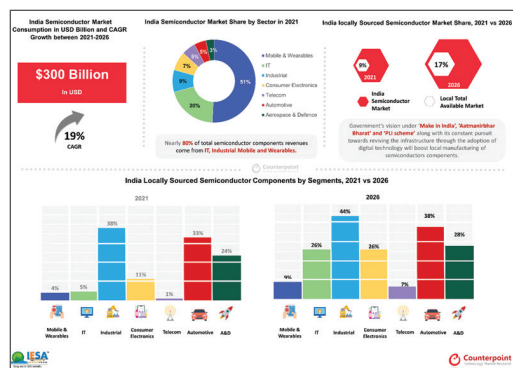
Commenting on the outlook, Navkendar Singh, Associate Vice President, Devices Research, IDC India, South Asia & ANZ said, "Increased channel inventory and slowing demand is a matter of concern in both the consumer and commercial

segments. High inflation, fear of recession, and dollar price fluctuations might slow PC procurement, especially among startups. Big enterprises are buying but delaying their purchases. Still, the upcoming online festivals might be a

ray of hope in the consumer segment, while the strong momentum in the government segment and the existing pipeline in the enterprise segment are something to look up to in the commercial segment."

CONSUMPTION OF INDIAN SEMICONDUCTOR COMPONENTS TO CLIMB TO \$300 BILLION DURING 2021-2026

India's semiconductor component market will see its cumulative revenues climb to \$300 billion during 2021-2026, according to the 'India Semiconductor Market Report, 2019-2026', a joint research by the India Electronics & Semiconduc-



tor Association (IESA) and Counterpoint Research. IESA is the premier industry body representing the ESDM and intelligent electronics industry in India. It acts as a trusted knowledge partner to the central and state governments, helping devise policies and incentives for the industry to attract investments into India. The comprehensive research on India's semiconductor market focuses on the bottom-up modelling unit as well as revenue demand for semiconductor components covering the entire Bill of Materials (BoM) of multiple end-device and equipment categories across seven major sectors in India – Mobile and Wearables, Information Technology, Automotive, Industrial, Telecom, Aerospace and Defence, and Consumer Electronics – from domestic consumption as well as export perspective. The report provides detailed recommendations, potential policies and a framework for building a robust domestic semiconductor ecosystem to boost local production and sourcing.

IESA CEO and President Krishna Moorthy said, "Before the end of this decade, there will be nothing that will not be touched by electronics and the ubiquitous 'chip'. Be it fighting carbon emissions, renewable energy, food safety, or healthcare, the semiconductor chip will be all-pervasive. Imagine this – all children all over India get educated in virtual classrooms by the country's best teachers. The chip makes it possible. Again, imagine everyone in the country gets quality healthcare and diagnostics done remotely. Medicines are delivered by drones at your doorstep, even in the farthest villages of India. The chip will make it possible, and we will see this in front of our eyes very soon. Let us make India the semiconductor nation."

India is poised to be the second largest market in the world from the perspective of scale and growing demand for semiconductor components across several industries and applications. This demand is being pushed by the increasing pace of digital transformation among the country's consumers, enterprises and public sector through the adoption of new technologies, from advanced connectivity to content consumption to the cloud. These cover smartphones, PCs, wearables, cloud data centers, Industry 4.0 applications, IoT,

smart mobility, and advanced telecom and public utility infrastructure.

Mobile and wearables, IT and industrial sectors alone contributed to almost 80% of the semiconductor revenues in India in 2021. Commenting on the mobile and wearables industry, Research Director at Counterpoint Research Tarun Pathak said, "The mobile and wearables sector was the biggest contributor to India's semiconductor industry in 2021. Mobile devices have become a primary tool for internet connectivity given that broadband and laptop/PC penetration remains low. In the last five years, the 'consumer digital transformation' has accelerated with the availability of cheap mobile internet, and mobile devices have connected a big part of the Indian population. Also, the gradual shift from feature phones to smartphones has been generating increased proportions of advanced logic processors, memory, integrated controllers, sensors and other components. This will continue to drive the value of the semiconductor content in smartphones, which is still an under-penetrated segment in India, aided by the rise of wearables such as smartwatch and TWS."

Commenting on the potential opportunity in the mid-to-long term, Counterpoint Research Vice President Neil Shah said, "The next big boom for semiconductor components will come from across sectors. However, the telecom sector with the advent of 5G and fiber network rollout will be a key catalyst in boosting the semiconductor components consumption. This consumption will not only come from the advanced semiconductor-heavy 5G and FTTH network infrastructure equipment, which will contribute to more than 14% of the total semiconductor consumption in 2026, but also from the highly capable AI-driven 5G endpoints, from smartphones, tablets, PCs, connected cars, industrial robotics to private networks. Also, ongoing efforts to embrace cleaner and greener vehicles (electric vehicles) will provide an impetus for the automobile industry to adopt advanced technologies, which in turn will boost the demand for semiconductor components in India. Consumer electronics, industrial, and mobile and wearables will be the other key industries for the growth of the semiconductor market in India. Further, this semiconductor demand will not only be driven by domestic consumption but also by the growing share of exports."

In 2021, India's end equipment market stood at \$119 billion in terms of revenue. It is expected to grow at a CAGR of 19% from 2021 to 2026. The Electronic System Design and Manufacturing (ESDM) sector in India will play a major role in the country's overall growth, from sourcing components to design manufacturing. The semiconductor industry in India is on a path to immense growth over the next few years to help India's economy reach the next stage for both domestic consumption and exports. While the country is becoming one of the largest consumers of electronic and semiconductor components, most

components are imported, offering limited economic opportunities for the country. Currently, only 9% of this semiconductor requirement is met locally.

The demand for semiconductors is growing astronomically worldwide. However, multiple factors, including the pandemic and global geopolitical events, have heavily impacted the manufacturing of the components. This research is aimed at analyzing the market situation, manufacturing supply chain, and prospects for India as a premier manufacturing destination not only for finished goods but also for semiconductor components. While the local production is currently low, India has immense potential to become a leading semiconductor component supplier in the coming years, provided the talent pool and resources are utilized correctly. The government's initiatives, from 'Make in India' to Production Linked Incentive (PLI), will help accelerate this journey but will need some additional reforms to increase local manufacturing and sourcing of semiconductor components. If this is done, the semiconductor market can be a major contributor to economic growth, and India's push to become a \$5-trillion economy.

IESA Vice President Sunil G Acharya said, "Semiconductors will be inside everything intelligent. India is becoming a tech-centered growth story with advancing technologies and innovation being integral to democratizing access. The semiconductor study will play a major role in India's growth. A large young population combined with an increased focus on digitalization, advancing skill levels, growing manufacturing and foreign investment traction will take India's semiconductor industry to the next level in the coming years."

Commenting on the current stage of local manufacturing, Research Analyst at Counterpoint Research Shivani Parashar said, "To achieve India's semiconductor vision, a robust and indigenous technology ecosystem will be required to build on the existing policy foundation through PLI-like schemes. Renewed focus is needed for incentivizing the country's design ecosystem in a manner that helps create a stronger foundation for design-led manufacturing and allied sectors, be it for local consumption or exports. This strategy will transform the landscape in the coming years to drive local sourcing trends. The share of local sourcing is expected to grow to over 17% by 2026. This translates into a six-fold rise in potential locally-sourced semiconductor revenues."

IESA Vice President (Public Policy, Government and Corporate Relations) Anurag Awasthi said, "From safety razors to space shuttles, everything will be powered by the chip. Let us ensure our chips are not down in the world of tomorrow! Keeping this as an aim, MeitY is working further towards making India one of the next technology powerhouses, especially in a pandemic-struck world where there has been a realization of the need for more flexible and diverse supply chain ecosystems."

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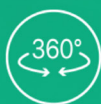
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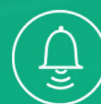
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