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New Face



Supertron- AMD-Biostar Meet

Story inside

Supercomp launches range of PC components across the country

By Utpal Banerjee :

After the successful launch of Supercomp UPS and memory module, SEL launches the range of Supercomp keyboard and mouse in the national market. Supertron is going for full range of PC components segment under the brand name of Supercomp.

Presently Supercomp have the two multimedia keyboards and one model of keyboard/mouse combo pack model SEKM 703. The keyboard model SEK 2608 is the black silver colour with 20 Hot keys

including three ACPI keys for easy access of Internet and multimedia. The other newly launch model is SEK 3028B, which is full black colour with nine hot keys. All these keyboards are the best buy for the users.

Supercomp also launches unique range of

Optical mouse. Presently six models are there in the basket including one model of wireless mouse. Company has come out with SEM 8088 optical gel mouse which is first time in Indian market. There is also elegant look iron skin mini mouse SEM 320 with retranchabale wire. Certain optical mouse range includes a wide wheel for easy to use and user friendly ergonomic design would be the best buy. Each mouse is well packed and specially mini mouse is in a metal gift packing.

According to SEL officials, these extensive range of products will dominate the national market soon. Company is also going to float region basis schemes and organize roadshows in all the B and C class towns.



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Supertron and Biostar alliance for Indian Mkt

By Utpal Banerjee:

Kolkata-based Supertron Electronics Limited has entered into a strategic marketing alliance with Biostar Microtech Intl Ltd of Taiwan, one of the largest manufacturers of PC motherboards.

Supertron Electronics is engaged in distribution and supply of IT and telecom products for over a decade. Currently, the company has 20 branch offices across the country with the strength of more than 150 team members.

Commenting on the new alliance, V. K. Bhandari, chairman and managing director of Supertron Electronics, said, "We have 12 years of experience in distributing PC components and this alliance is a win-win situation for both the sides. Our plan is to position

ourselves as a significant player in AMD and Intel motherboard solutions while partnering with Biostar."

Biostar, which is a major player in the European and US markets, is focusing on India as a key emerging market. It has developed proprietary features like "WatchDog" and "WarpSpeeder".



Ms Chung, vice president of Biostar, said, "Internationally, we have won a series of awards and we plan to repeat this in India by focusing on the

Indian market jointly with Supertron. I am excited about the Indian market and the focused approach of Supertron. Supertron has good potential and reach through out the country and we have carefully chosen Supertron as national distributor."

Supercomp USB tool kit, an award winning product



Supercomp has launched USB products end last year and extending the range in a regular basis. In the

recent launches of Supercomp range, USB tool kit is the value for money product and has got good response from the market.

USB tool kit a wonderful utility kit for all PC and Notebook users.

The tool kit includes a mini optical mouse, USB hub, USB light, USB to PS2 connector and retractable utility cables like USB A to B, USB to 5 pin, USB to 4 pin, earphone cables etc.

USB tool kit has got the ultimate recognition in Compass'2005. Received an award for the best new launched hardware product below 10 thousand during the Compass exhibition, the association has organised an award nite at Oberoi Grand, Kolkata.

SEL ties up with E-Smart

ITCE Bureau: As part of changing dynamics Supertron has tied up with E-Smart Technology Pte Ltd., Singapore as their sole National Distributor for Video Conferencing Products in India. The company is rated among the top 50 fastest growing companies in Singapore. E-Smart has operations across 7 Asian countries.

E-Smart has started their operation in India with their electronic components business in the year of 2002. Forseeing the Growth of the telecom sector in India, company have identified the market and changed their key result area to video conferencing as priority area for their finished products business.

With the rapid expansion of IP based Broadband networks video conferencing is all set to become a very popular communication tool.

Mr. V.K. Bhandari Chairman and managing director of Supertron Electronics Ltd said that "We are getting into this arena at the right juncture as the communication costs have come down drastically and video conferencing has become an affordable proposition. This is the right time to take the plunge in this market and go all out to break the myth that video conferencing solutions are too expensive".

Supertron is aiming to establish as a leading player in the field of Video Conferencing during the next 12 months. This will be possible through aggressive market driven strategies which will include direct contacts with large businesses in the country as well as quickly establishing relationships with large system integrators and resellers who are typically strong in either Enterprise segment or Government / Institutional Sales, said Mr. Debasish Roy, Head of Direct Business, SEL.

E-Smart's value for money product offerings are highly affordable. Armed with these product offerings we need to focus our efforts to convince Indian Corporate, PSUs & Govt.

As regards verticals we will be initially exploring opportunities with large Corporates, PSUs in Steel, Coal, Oil, Power & Telecom sectors, Central & State Govt. depts, Defense, Railways, Management & Engineering Consulting houses, Software houses, Education & Research sector etc. The Video Conferencing products are broadly in three categories like, Desktop Endpoints (Video Phones), Conference Room Style Endpoints, Multi Channel Units (Network Systems).

PC Sales growth Go Up

By Utpal Banerjee:

Manufacturers Association of Information Technology (MAIT),

the body representing hardware, training and R&D services sectors of the IT industry, announced the findings of its Industry Performance Review for the first-half of the

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USB TV Tuner with Remote



Imagine

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TV Tuner VGA Series SE TV-120
Watch TV on your computer monitor. 1000 Channels. No other software/hardware required. With Remote control to make viewing easy. Best image quality - 24 bit Colour.



Supercomp casing SEC-504S
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Supercomp Wireless headset with FM Radio

Headset wireless RF with FM radio. Wireless headphone system with transmitter.



Supercomp Speaker with FM Radio SES-306X

2.1 Channel 2490w PMPO, Crystal clear sound. Computer/CD/DVD compatible. Wooden case satellite, magnetically shielded.

Supercomp UPS SEU-600

600 VA uninterrupted power supply. Advanced AVR operation, wide AVR range 145v to 280v. Spike, surge, rfi noise protection. Advanced pwm mosfet technology. Advanced power failure detection. Advanced shutdown for over load & low battery.



Supercomp Wireless Mouse

Optical Mouse with wireless technology. 800 dpi resolution.



PC Sales growth Go Up

From pg 2

financial year 2005-06.

The desktop PC market grossed 23.4 lakh units, registering a growth of 36 percent over the same period, last fiscal. The buoyant IT consumption witnessed in the second-half of 2004-05 continued in the first-half of 2005-06, resulting in a significant market growth PC sales are expected to touch 47 lakh units in fiscal 2005-06, according to the report.

Assembled PCs known as regional brands and unbranded systems, witnessed a decline in market share, accounting for 34 percent of the PC sales in H1/2005-06. The share of the Indian brands grew to account for 31 percent of the market while the MNC brands accounted for the rest at 35 percent. In absolute terms, the proportion of the Indian brands grew by 84 percent; MNCs by 45

percent while the assembled by only 5 percent. In the first-half of 2003-04, the assembled PCs commanded a 57 percent market share.

The association attributed high growth in PC sales to increased consumption by industry verticals such as telecom, banking and financial services, manufacturing, education, retail and BPO/IT-enabled services as well. The southward trend in pricing continued during the year due to technological reasons and other initiatives of the industry, including the sub-Rs 10,000 PC. Significant consumption in the small and medium enterprises added to the industry numbers. Further, the trend of increased PC purchase in smaller towns and cities as witnessed in previous quarters, continued undiminished. This is despite the fact that there was a marginal de growth in the consumption in the home market.

New Face



Santosh Mishra :

He is a new team member of Supertron Patna branch, prior to SEL he has got two years of experience in the same field. He is one of the dynamic young member of the organization.

Ajay Dubey :

Ajay Dubey has five years of experience in IT industry. He has joined Supertron in the year of 2004 and was handling Canon products in the companies head quarter in Kolkata. Recently Mr. Ajay has been promoted as for branch manager to look after the newly opened Patna branch.



Debashis Roy :

He brings with him around 20 years of rich experience in IT Hardware & Software business. During his professional career he has handled senior management positions and spearheaded business units in organizations of repute like PCS Technology, Acer India, Development Consultants Group, DCM Data Systems, Modi Olivetta, PCL etc.



Malay Nandi:

Joined as accounts executive in SEL, HO at Kolkata recently. Mr. Nandy has 7 years of experience in his

professional field.

Supertron-Biostar-AMD meet at Kolkata

After the alliance for national distributor of Biostar, Kolkata based Supertron Electronics Ltd, has been holding channel meet to promote the biostar range of motherboard in India. Recently company has organized a dealer meet in Bangalore and then in Kolkata. In Kolkata Mr. Simon Wu of Biostar, Mr. V.K. Bhandari and Mr. Sunil Sharma of Supertron and Mr. Archit Manmohan of AMD was present. Around 50 dealers of Kolkata was present in the meet. Biostar is one of the leading motherboard and graphics card manufacturers and has a widespread customer base worldwide

and now wants to explore the Indian market. Mr. Sunil Sharma has given a brief presentation of the Supertron's future plans, Mr. Sharma added that his objective is that Supertron will be one of the top 5 disti within 2007. Mr. Simon Wu of Biostar has given his speech about the companies background and there market share in the Europe and US market. Mr. Wu includes his companies plans about the Indian market and focused plan for the year of 2006. We will focus the Indian market with full range of motherboards jointly with Supertron, said Mr. Simon Wu. Addressing the possible competition, it will get from the other leading

players in main board, we have an extensive Intel and AMD certified A+ mainboard range to cater to three tier segments of the market so that buyers can choose according to their requirements. India is price sensitive market and that is why the products are competitively priced and cost effective as well a part from ensuring good quality and offering good RMA service and warranty

Mr. Archit Manmohan of AMD has addressed to the partners for their AMD boards and the latest technology for the emerging market like India.



Glimpses of Supertron-Biostar-AMD meet

Rhythm of Life

Supercomp
TECHNOLOGY FOR THE GENERATION



- Quality Product
- Reliable Support
- Broad Network



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