

Indian Brand Watch

This report presents news updates on all the new products launched/planned to be launched by companies belonging to various industries for the period 1st August '07 to 7th August '07. The report includes brand launches in the:

- *Products sector*
- *Services sector*
- *Infrastructure sector*

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Brand launch in the products sector

MOBILE HANDSETS

“Samsung Duo” launched by Tata Teleservices and Samsung

Telecommunications

Tata Teleservices, the telecommunication arm of the Tata Group, and Samsung Telecommunications, an Indian arm of South Korean electronic major Samsung Electronics, launched “Samsung Duo”, the world’s first touch screen based Dual SIM smart world phone, in the Indian market at a price of Rs.11,999. ‘Samsung Duo’ – A Smart World Phone is targeted to consumers who aspire to reap benefits of high quality mobility.

The features of the phone are as follows:

- It is capable of holding 2 sim cards enabling the owner to use the device to maintain two mobile numbers.
- 2.2” TFT touch screen.
- 1.3 mega pixel camera
- Micro SD Card Slot
- MP3/ AAC+ player with A2DP Bluetooth support.
- The software front the handset packs in Handwriting Recognition, File Viewer, Sketch Memo, Advanced Organiser Capability with Functional Screen and the first time Special India Specific applications of Indian Calendar, Hinglish, Mobile Prayer, Panchang and Cricket scorer.
- The handset supports data speeds at the robust speed of 153kbps on Tata Indicom network and can be connected to your laptop through Bluetooth.

Motorola & Tata launch “MOTO Q Handset”

Motorola along with Tata Teleservices launched MOTO Q, its ultra thin handset, at a price of Rs.19,999 in the Indian market. This ultra-thin handset has been custom-built especially for people who multi-task in today’s fast-paced business environment.

The features of the phone are as follows:

*Mr. Vinayak Deshpande,
President – Enterprise
Solution, Tata
Teleservices Limited*

*Mr. Hyunbai Kim Head -
CDMA Division,
Samsung
Telecommunications
India Pvt. Ltd.*

*Media Agency for the
product - Integral PR
Services Pvt. Ltd*

*Mr. Malcolm Dawe, Vice
President & General
Manager, Motorola India
Mobile Devices.*

- It has a built-in multimedia functionality and Bluetooth stereo music streaming
- It has a 1.3 mega pixel camera that also offers a video mode
- It has a user-friendly thumbwheel that makes navigation easy.
- It has an integrated Bluetooth 1.2 wireless technology with stereo profile support for communicating with other Bluetooth-enabled mobile phones.
- The phone supports fast downloads of data, email and large attachments, making it a perfect companion in the workplace
- It has synchronization with email, a calendar, contacts and task entries .

COMPUTER SOFTWARE/HARDWARE

Acer launches TravelMate 6291 notebook in India

Acer India launched its ultra portable Acer TravelMate 6291 notebook at a price of Rs.47,499 in the Indian markets.

The features of the product are as follows:

- It is powered by the Intel Core 2 Duo mobile processor T5500 with 2MB cache and 1.66/667 MHz FSB.
- It supports Intel 64 architecture, Mobile Intel 945GM Express Chipset and Intel Wireless Wi-Fi Link 4965AGN network solution, providing excellent speed and performance, better graphics and signal integrity using the N Wireless platform. It has large storage capacity with its 160GB Hard Disk Drive.
- The TravelMate 6291 notebook sports a 12.1-inch WXGA Acer CrystalBrite TFT LCD display.
- This notebook offers system memory of 1GB RAM that is upgradeable to 4GB.
- The TravelMate 6291 laptop is equipped with a battery life up to 5 hours. Besides, the Acer ePower Management enables users to choose the power management setting in order to extend the battery life. It has an embedded DVD-Writer. TravelMate 6291 notebook include anti-shock protection, Gigabit LAN, easy-launch buttons for WLAN, Bluetooth 2.0, email, Internet and Acer Video Conferencing facilities using the Acer CrystalEye Webcam.

*Mr. S. Rajendran, GM –
Sales &
Marketing, Consumer
Products Group, Acer
India*

DELL launches products for the SME segment

DELL has launched a couple of products targeting the small and medium enterprise (SME) segment. The new announcements, under the new brand name - Vostro, include Vostro 1000, Vostro 1400, and Vostro 1500 notebooks and Vostro 200 desktop. The products are built with a focus on professional design, quality and value, shipped with no trialware, are customized to meet the unique needs of small businesses worldwide and also address top-of-mind problems such as data back-up, PC performance and health, and specialized networking support for customers without dedicated IT staff.

The Dell Vostro 1000 is priced at Rs.31,900, Vostro 1400 and Vostro 1500 between Rs.39,900 and Rs.48,900. The Dell Vostro Desktop comes at a price range of Rs.20,900.

HP launches New Compaq Presario V6000 Notebooks in India

Hewlett-Packard India has launched two variants of laptops in its Compaq portfolio in India viz; Compaq Presario V6425TU and V6406TU. These laptops from the V6000 series combine ease of use and style with its 15.4-inch widescreen display with BrightView technology, spacious keyboard and four-way scroll zone. The Compaq Presario V6000 notebooks are loaded with an 8x SuperMulti Double Layer (8.5GB) DVD writer. They also sport Altec Lansing speakers. The V6000 Compaq Presario notebooks are attractively priced from Rs.25,990 to Rs.45,990.

Lenovo 3000 H desktop launched by Disney & Lenovo

Lenovo and Disney Consumer Products launched a limited edition Power Rangers Mystic Force themed desktop 'Lenovo 3000 H'. The desktop features a vibrant red skin with the valiant superheroes of the Mystic Force series. The graphics have been designed by 3M's technology division, 2 Controltac, with a view to appeal to children and youngsters. The product is personalised, stylish, fun, and most importantly, offers worry-free computing for both parents and children.

HP launches new range of Notebooks in India

Hewlett-Packard India has launched a range of notebooks in India in the range of Rs.24,990 and Rs.1,49,990. The new line-up includes seven notebooks belonging to professional range (Compaq 2710p, Compaq 2510p and Compaq 6910p), business range (Compaq 2200, Compaq 6500, and Compaq 6700) and the Workstation range (Compaq 8710 series and Compaq 8510 series).

The Compaq 2710p Notebook PC is an ultra-thin convertible tablet PC and weighs 1.65kg. With just a twist of the screen, the device transforms from an ultra-light notebook PC into a pen-based tablet. The 2710p also features HP NightLight on the

*Mr. Sativ Chahil, SR VP
global marketing PSG,
HP*

*Ms. Roshni Bakshi,
Director, Disney
Consumer Products
(India)*

*Mr. Rahul Agarwal, Vice-
President, Marketing,
Lenovo India*

*Mr. P. Raghuraman,
Country Manager -
Business Notebooks,
Personal Systems
Group, HP India*

keyboard that improves visibility in low light. Also it has built-in business card reader software.

The Compaq 2510p Notebook PC is the lightest weight tablet PC in HP's collection. The notebook weighs just 1.3kg and has an integrated optical drive too. Besides, the notebook's flexibility is enhanced by a touchpad with scroll zone and point stick.

Besides, the tablet PCs, HP has also introduced regular notebooks and the Compaq 6910p is one of them. This notebook delivers good battery life of up to five hours and 45 minutes. Also HP has made the notebook portable by maintaining its weight at 2.0 kg.

The Compaq 2200 series belongs to the business range, offering mobility combined with performance and value. This notebook features a sleek 12.1-inch diagonal widescreen display and a built in DVD Writer. The 2200 series will weigh just 1.7Kgs. The new Compaq 6500 series offers better mobility with 14.1-inch diagonal widescreen display, which offers 30 percent more viewing content than the standard 15-inch diagonal XGA display.

FOOD & BEVERAGES

Manikchand Group to launch bottled water in India

Manikchand group, maker of packaged drinking water 'Oxyrich', plans to set up about 12 new bottling facilities across India in the next 23 years, entailing an investment of about Rs. 70 crore. The company launched its new brand "Taral" in South India and plans to launch it in northern India as well.

Crown Beer launches two variants of beer

Crown Beers announced the roll-out of Budweiser and Armstrong beers in India. Available in 330 ml and 650 ml bottles they are currently available in southern and western India only.

AUTOMOBILES

Toyota Kirloskar Motor to launch small car on Yaris platform

Toyota Kirloskar Motor (TKM), plans to launch a small car in India. The car could be based on its Yaris platform or an India-specific model developed from scratch. The company is still working out its cost feasibility between these two options although it has already kicked off its second plant plans.

*Mr. Balajith Shetty,
Manikchand Oxyrich
Project Head*

*Mr. KK Swamy, deputy
MD, TKM.*

Brand launch in the services sector

LIFESTYLE

Prime Lenses launches Kodak branded spectacle lenses

Prime Lenses, India's optical lenses provider, launched Kodak branded spectacle lenses. Kodak lens has a laser engraved monogram to guarantee authenticity of the product and are sourced from Kodak lens warehouse in USA. The lens provides complete protection from harmful ultraviolet rays. The Kodak lens uses new manufacturing and processing technologies to enable the state-of-the art design that is comfortable to the eye. Kodak Spectacle lens looks flatter, thinner and lighter than an ordinary lens.

Kodak Lens covers a wide range of advanced lens products under the Kodak Lens Vision Series. Each product possesses its own unique quality and attributes such as world's fastest photochromic called Kodak InstaShades, which are more than three times faster than normal photo chromic lenses. Kodak also has world's thinnest and smallest progressives and the world's biggest range of progressive lens options called Kodak Progressives range. Kodak Lenses are available in more than 10 different materials in every design, offering an easy upgrade to all customers. The manufacturing of Kodak lenses is undertaken by Signet Armorlite Inc at USA, who also has been licensed to market the lenses worldwide. Kodak Lenses will be available across India through Prime's nine labs and fifteen offices.

BANKING SERVICES

Citibank, Jet Airways launch co-branded card

Citibank and Jet Airways launched two co-branded credit cards viz; super-premium Jet Airways Citibank platinum card and the Jet Airways CitiBusiness card to target frequent fliers.

The Jet Airways Citibank platinum card provides 4JP miles for every Rs.100 spent, allowing the member to maximize JPMiles accrual while spending across categories, be it shopping for groceries or whilst dining at a restaurant. The JPMiles thus accrued

*Mr. Vikram Gupta, MD,
Prime Lenses*

*Mr. Gaurang Shetty, Vice
President, Marketing, Jet
Airways*

*Mr. TR Ramachandran,
Business Manager-
Cards, Citibank N.A*

can be redeemed for free flights or upgrades to Première under the Jet Airways' Jet Privilege frequent flyer programme. The Jet Airways CitiBusiness Card is the first airline co-branded card in India targeted towards the burgeoning SME (Small and Medium Enterprises) segment. This product leverages on the highly successful.

The Jet Airways Citibank Platinum Card provides a host of features that are geared to excite the air traveller. These include:

Airline Privileges

- One internationally valid Première Class (Business Class) upgrade voucher on sign-up and every year on renewal;
- Two Family Discount vouchers of 50 per cent each on Jet tickets upon sign-up and every year on renewal (Valid for both domestic and international sectors)
- 3,000 Welcome JPMiles on sign-up and 4000 JPMiles on renewal;
- Complimentary Première Class upgrade vouchers on earning 8000 JPMiles through spends on the card;
- Access to Première airport lounges in the domestic and international sectors;
- Priority Check-in at the exclusive Première check-in facilities.
- Other privileges
- One ticket free for every ticket purchased at pvr cinemas.com;
- Access to Citigold lounges at select Citibank branches;
- Offers from Citibank World Privileges (available at <http://worldprivileges.citibank.com/>)
- 2.5 per cent surcharge waiver on IOC petrol pumps;
- 24*7 Concierge Access for travel, medical and other assistance
- Five lifetime free add-ons.

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TELECOM/INTERNET SERVICES

**Reliance ventures launches social networking portal
'Bigadda.com'**

Reliance ADAG, the Anil Ambani promoted company, has now ventured into one of the popular online pastimes of Indian Internet users -- social networking -- with Bigadda.com. The product is a youth centric.

The promotional activities for this new service have already begun extensively. The company has allocated a sizeable budget for its multimedia campaign with TV, outdoor, radio, as well as ambient and BTL activities. Around five to seven different television commercials are in the pipeline, which will convey the various services offered by the site .

*Mr. Rajesh Sawhney,
President, Reliance
Entertainment*

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