

Intex announces expansion plans for Southern India

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New Delhi, August 22, 2007: Intex Technologies, the fastest growing company in IT hardware and peripherals, announced today; its expansion plans for Southern India (FY 07-08) for strengthening its business operations in the region. As part of their strategy, the company will be focusing more on consumer electronics and PC segment, to cater to the major chunk of target audiences in the Southern region.

The company is targeting Rs. 85-90 crores from the southern region, out of which Rs. 35-40 crores (app. 40%) will come from Andhra Pradesh. This will be followed by Tamilnadu- about Rs. 24 crores, Karnataka- Rs. 15 crores and Kerala- Rs. 10 crores.

In the last two years, Intex has grown substantially in the PC & Consumer electronics verticals while continuing to maintain its lead in the traditional business of computer peripherals. Consumer electronics will contribute app. 44%, PC – 18% and Computer Peripherals- 38% - of total sales in South. During the current FY, the distributor base in South will also be increased from 125 to more than 200.

Intex has a well-distributed foot print in the region through its branch cum service centers at 6 locations- Secunderabad & Vizag in Andhra Pradesh; Bangalore in Karnataka; Chennai & Coimbatore in Tamilnadu and Cochin in Kerala. It also has satellite service centers at Hyderabad, Vijaywada, Hubli and Kannur.

Andhra Pradesh has the distinction of being one of the top performing states for Intex, not only in Southern India but also across the country. It has shown substantial growth in the consumer electronics segment year after year. Considering this, the company has chalked out a special growth strategy with focus on DVD Players, Subwoofers, Speakers and Headphones. The company plans to increase its sales of consumer electronics items in the state by 35%, from Rs. 14 crores in 2006-07 to Rs. 19 crores in 2007-08. Similarly, the targeted growth in PC segment for the state is more than 100% for FY 2007-08.

The increase in sales will be contributed by further penetration into various B & C class towns like Vijaywada, Karimnagar, Warangal, Rajahmundry, Anantpur, Kurnool, Khammam, Tirupati and Rayalaseema to name just a few. It will be done with appointment of Resident Sales Representatives and channel partners. Intex has 30 channel partners for its consumer electronics & PC range across the state which will be spruced up to more than 60 in this financial year.

In addition to the support, Intex has enjoyed from its channel partners and the expansion in distribution network, a new contributor to increased sales is its foray into Retail operations. Through a 'shop-in-shop' concept, Intex has now opened 17 dedicated counters inside some of the premier all India chains of Hyper-markets such as Spencer's, Next, etc. Out of this, 10 counters are present in Hyderabad and Vizag. The retail vertical has given a new dimension to the credibility of brand INTEX and an opportunity to interface directly with end-users.

To complement the aggressive growth plans, a full-fledged, Regional Service Centre is also coming up at Secunderabad, which will be operational by October, 2007. This will be an independent central unit dedicatedly looking after the service requirements of all states in South India. It will be instrumental in reducing the Turn Around Time for the items requiring advanced level repairs which are at present sent all the way to the main service centre at HO, Delhi.

To fuel its high growth plans in South and particularly in Andhra Pradesh, Intex has recently leased out 6000 sq. ft commercial space where it will set up a new regional office, branch office, regional service centre and warehousing facilities.

In order to fortify brand awareness and impart product knowledge, various road shows and Resellers/ Dealers Business Development Meets have also been planned for Vizag, Hubli, Cochin, Trichy, with in next two months.

Speaking on this occasion, Mr. Ramesh A Vaswani, Executive Vice Chairman, Intex said, “ Established in 1999, Secunderabad branch has been enjoying the top position in consumer electronics, multimedia products and various computer peripherals. This has been possible on account of a well planned growth strategy for the state, the support received from our channel partners and the dedicated hard work put in by our local team. We have been able to deliver 'value for money' both to the consumers and channel partners. Secunderabad/Hyderabad markets have played an important role in feeding smaller adjoining markets. The depth and width of our distribution network in Andhra Pradesh has helped considerably in building brand INTEX and facilitating a quick start for our retail operations.”

About Intex Technologies (I) Ltd

Intex Technologies (India) Ltd., incorporated in 1996, is currently amongst the fastest growing IT Hardware and electronics companies. The company offers a unique package of more than 250 products spread across 24 product categories. It is the market leader in Speakers/Subwoofers, Cabinets, Keyboard, Mouse and Headphones, with a single largest market share in many states in India. Intex also has close association with carefully selected manufacturers from China and Taiwan and is an ISO 9001:2000 certified company.

Having completed 11 years of business, Intex has clocked a CAGR of 52% during the last 5 years. It offers PCs, Notebooks, Computer Peripherals, DVD players, Home Theatres, Home UPS & Batteries, Subwoofers, MP3 players, UPS etc, through its network of more than 800 distributors and 12,000 resellers, supported by 27 branches and 54 Service centers. Intex's turnover has grown from Rs. 32 crores in the first 6 years (March'02) to Rs.260 crores in the next 5 years (March '07). The company enjoys immense brand loyalty with all channel partners including system integrators. It has been ranked amongst the 200 fastest growing IT companies in India by Data Quest.

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