

ViewSonic intros exciting new product lines for India in 2009

Date: 02-25-2009 09:16 PM CET

Category: [IT, New Media & Software](#)

Press release from: [ViewSonic Technologies](#)

Agency: **Mutual PR**

New Delhi, February 18, 2009 - ViewSonic® Corporation, a leading global provider of visual display products, today announced their expansion plans for India for the year 2009. The company is buoyant on India business growth and plans to introduce exciting new product lines in its existing portfolio thereby consolidating its leading position in the visual display market in the current year. As a part of the business initiative, ViewSonic plans to introduce in India its high end and stylish concept products such as All-in-One PC and Netbooks.

Speaking on the occasion Mr. Alan Chang, Managing Director, ViewSonic International Corporation during his recent visit to India said “We are excited with the response ViewSonic has received in this country over the last few years. ViewSonic has redefined the LCD Monitor display market in India and has set new benchmarks for the industry to follow by leading the market to big and widescreen monitors. Our focus now is to scale up the Indian operations by launching unique concept product lines suited specifically to the Indian environment of operation that not only provides innovative solutions to the customers but also again sets a benchmark for the industry to follow.”

Further elaborating this initiative Mr. Gautam Ghosh, Country Manager, ViewSonic Technologies India Pvt Ltd said “The Indian market is evolving rapidly. It is now imperative for us introduce concept products such as All-in-One PC and Netbooks which will define the future growth and also offer unique solution catering to the growing demand of space conservation and mobility to this region. This move will definitely provide ViewSonic a direct competitive advantage and scalability owing to the reputation of the company known for its product innovation and technological leadership.”

To unveil these products ViewSonic is remodeling its distribution plans for India. Apart from that the company would be launching a demo drive through its key channel partners in the metro cities. This would be later followed by a country wide aggressive marketing initiative to educate the customers on the benefits of these concept products. To gain a competitive edge, ViewSonic has also recently revamped its customer service to provide a faster and customer friendly after sales service experience and technical support. Recently Short Messaging Service was introduced as a value addition in the service process to help customers refer with ease.

For more information on ViewSonic products, or to locate an authorized ViewSonic dealer, please visit in.viewsonic.com.

About ViewSonic

ViewSonic® Corporation is a leading global provider of visual display products. ViewSonic develops, markets and supports a broad range of innovative products including LCD monitors, LCD TVs, projectors, digital signage displays and other display products. For further information, please visit ViewSonic India website at in.viewsonic.com

Media Contact:

Mutual PR

18, JJK Trust Bhawan, Rouse Avenue

New Delhi-110 002, INDIA

Urvashi Parmar

9312031554

urvashi@mutualpr.com

[You can find this press release here](#)