

## Music For Every Pocket from ZEBRONICS®

ZEBRONICS® the leading Indian IT brand, known for its huge range of products, recently announced an aggressive marketing program that aims to bring its MP3 and Personal Media players to the grass-root level. The tag line that the MP3 players now go with is “Music for EVERY Pocket”.

Shedding some light on the campaign MR Pradeep Doshi, Director Sales, TopNotch Infotronics(ZEBRONICS®) said, “The ideology that we have always worked with has been value for money and accessibility for everyone. We have applied the same ideology to our MP3 and PMP range. Indian subcontinent is known for its rich culture and heritage, the variations that we have in music, no other country in the world has. Hence every individual has the liking towards a specific kind of music, and by no means do we expect them to depend on FM channels to deliver them the music that they would like. Everyone; rich or poor, big or small, has the right to good music, 'their' kind of music. So we are bringing in MP3 and PMP's to suit everyone's pocket, be it budget or expensive, big or small, tight or fat... we have music players for all kinds of people and their pockets.”

ZEBRONICS® currently has 5 different models under their MP3 and PMP product range, more products are expected to be launched in the coming year at different price band and target audience.

The current Range includes; **Mupic, Alpha, Beta** and the newly launched **Uno** and **Gamma**, each catering to a different category of people.

**UNO**, the new player in the Mp3 series, is a 1 GB player made for the masses, available to the end consumer under Rs 1000. This makes an ideal player for anyone who does not have a big budget for a good MP3 player. Though the cost factor is small, but the quality and looks of the player have been highly maintained, and the player has really good sound output.

There are indications of 3 more players to be launched in 1<sup>st</sup> quarter of 2008, along with a huge advertising campaign to make the product a household name.

As the closing statement, Mr. Doshi said, “If you don't find a player that suits your pocket, let us know, we'll make sure that we have something that will suit your pocket.”

### About Top Notch Infotronics;

**TopNotch**; established;1997 is , Head Quartered in; Chennai and has 16 Branch offices & service centers covering major cities and over a 1000 distributors, covering the entire country. Over the years our brand "**ZEBRONICS**" has grown into the leading & most trusted brand names in Computer Hardware & Peripherals.

With the Largest Range of Computer Chassis, Power Supplies, Graphics Cards and a vast range of Headphones & audio accessories, Web/Digital cameras, TV Tuners, Human Interface Devices, LEADTEK graphic cards, BIOSTAR Motherboards, Cooler Master Range and recently added BENQ range, we have come a long way from being just another computer peripheral brand.