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Brand Focus : ZEBRONICS®

We take a closer look at one of the most successful Indian IT brands; ZEBRONICS®. The brand is owned by the parent company TopNotch Infotronix, which started about 10 years ago in the southern metro known as Chennai.

The company started with a clear vision and market-share commanding products like computer chassis and graphic cards. Infact TopNotch Infotronix was one of the 1st company's to sell NVIDIA® based graphic cards in India. Soon enough, ZEBRONICS® was crowned as the SLI Champion in India by NVIDIA® and became the premiere SLI solution provider in India. ZEBRONICS® over the years has been known for its radical approach towards computer chassis and has the **largest range of computer chassis in India**. One of the most innovative companies in India and has brought many chassis that were instant hit, not just because of the different looks, but also because of the aesthetics and efficiency they offered. Anti-Biotic, Lava and Peace which have been few of the most successful chassis for the premium user base and at the same time chassis like Shivaji and Agni were one of the most successful chassis in the entry level segment throughout the country. They have also set industry benchmarks for Server and Gaming PC chassis in the country, a genre which was overlooked for quite some time by Indian solution providers.

Slowly ZEBRONICS® has moved into other domains of the Computer Hardware industry and now the brand has almost everything under its name. Their current solution range includes; Desktop and Server chassis, High end Desktop and Server power supplies, Motherboards, NVIDIA® Graphic cards, Webcams, Speakers & Headphones, MP3 players & Personal Media players, networking equipment, Keyboards & Mice, UPS, Sound & addon cards, TV Tuners, CRT Monitors and Gaming accessories. In simple words ZEBRONICS® currently is proving complete PC peripheral solutions.

Looking at the great success of its own Brand and range of products, ZEBRONICS® has also moved into distribution, starting with LEADTEK® brand of high end graphics solutions with professional level Quadro cards, Entry level to high end BIOSTAR® Motherboards, BENQ® range of products and recently added COOLER MASTER® range of products. These international brands show the market's faith in ZEBRONICS® as a distribution channel too. Though ZEBRONICS® has its own range of products that are in the same market, however somehow they are able to strike a balance between their own range and the distribution products. And with the current growth and expansion, more distribution brands are expected to make their place in the ZEBRONICS® portfolio.

In the beginning of this year ZEBRONICS® completed their 10th anniversary celebrations and launched a new tag line to its brand name; **10 years of Excellence, Quality and Reliability** and the way ZEBRONICS® is going, it really seems to true.

About Top Notch Infotronix;

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.