



Press Release

Zebronics Opens Zeb-Zone Experience Centre in Jaipur

Wide range of computer peripherals, accessories and consumer entertainment products showcased for local IT market hub

Jaipur, August 17, 2010: Top Notch Infotronic, the brand owners of India's leading IT brand 'Zebronics', one of the industry's widest lineup of products and accessories for Computers, Consumer Electronics and Communication, opened its Product Experience Centre in the Raisar Plaza hub of the Pink City's IT market, today. Dubbed the Zeb-Zone, the experience centre is intended to support its channel partners and customers throughout Rajasthan.

Said Rajesh Doshi, Director Marketing of Top Notch Infotronic, "Despite being an extremely popular brand in the market, and catering to the entire spectrum of consumers from budget-conscious to high-end style-savvy, consumers could not find our extremely vast range all under one-roof. With the Zeb-Zone, our partners, resellers, system integrators and end-users will be able to see first-hand, and make a more informed choice in their buying decision". According to Mr Doshi, the Rajasthan is vibrant and growing market for Top Notch. The consumers are aware of the best the market has to offer and look for real value – that fits into their budgets and is elegant to complement their individual styles.

The Zeb-Zone Experience Centre concept is the first of its kind in Rajasthan by any Indian peripherals Company. The flagship Zebronics products on show at the Zeb-Zone are the highend range of PC cabinets, a market winning hit ever since its inception in 1997. The latest addition to that is the Company's Passion Series, the designer range.

An interesting feature of the Zeb-Zone is the Speakers' corner. The entire range of Zebronics Speaker Systems can be auditioned at the same time. The unique product, showcased for the first time in the Speakers' Corner is the *ZebStation* high-fidelity music player that plays digital audio files straight off a pen-drive or memory card, and has amazing theatre-like sound quality. Some of Zebronics other award-winning speaker models are also on display.

In the personal entertainment category, the Zeb-Zone has portable audio and video players, including a unique player, the *ZebMate-20*, that boasts a battery life of 20 hours. Other products one can experience are the power supplies, stylish headphones and earphones under the *Diamond Series*, aesthetically fresh keyboards and mouse, webcams, LCD monitors, a full range of UPS up to 1000VA, the latest slim TV Tuners, add-on cards and accessories.

The inauguration of the Zeb-Zone also marked the launch of four new products. The two Hero speaker systems, incorporate built-in FM and support USB pen drives, memory cards. With a soft fresh blue-and-black looks and dancing blue LEDs clearly set it apart. Despite the sleek size, the sound is rocking. Two other products launched are a multimedia player and the HDMI multimedia player, which can be plugged into any TV or monitor directly without needing a computer to play movies.

The Zeb-Zone was inaugurated by Chief Guest Shri Hanuman Prasad IAS (rtd), former MLA, chairman Rajasthan PSC and chairman SC/ST Commission, and currently Pramukh of the Jhunjhunu Zila Parishad.

"It's almost impossible for any partner to display the entire range of Zebronics products in their showroom. We strongly believe our Experience Centre will benefit not only the end-customers but our community of partners, direct and indirect, across Rajasthan. Today, with customers becoming more demanding and style conscious, quality and price are not the only bases for the purchase decision.

The aesthetic feel of the product is equally important. Zebronics has a unique blend of all three – premium quality, appropriate price and great aesthetics to meet the needs of all,” said Rajesh Doshi, elaborating on the opening of the Zeb-Zone Experience Centre, “This is our first, but we will be coming up with more such Experience Zones across the country,” he added.

About Top Notch Infotronix (I) Pvt. Ltd.

Established in 1997 and headquartered at Chennai, Top Notch has one of the industry’s widest lineups of products and accessories for Computers, Consumer Electronics and Communication. encompassing a range that includes computer peripherals, gaming devices and media players etc, under the brand name "ZEBRONICS". The products are PC cabinets/chassis, keyboards, mouse, PC power supplies, UPS, monitors, webcams, speaker systems, headphones, networking hubs, multimedia players (including HD media player) and portable media players.

Top Notch has 25 Branch offices and 50 service centres covering all major cities. The Company employs over 500 people and operates through a network of about 8000 channel partners throughout the country. With the widest range of stylish PC cabinets, power supplies, graphics cards and a vast lineup of headphones, audio accessories, portable media players, web cameras, TV tuners, input devices, speaker systems and many more, Zebronics stands for premium quality at value price points.

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