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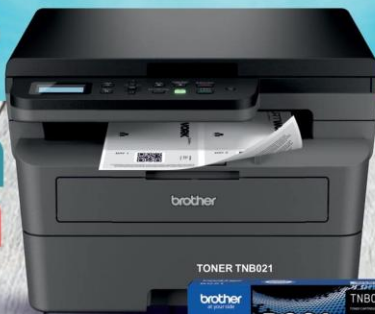
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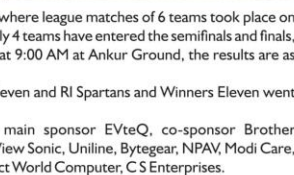
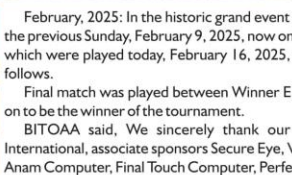
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Late Urmila Patel Memorial BITOAA CUP 2025 concludes successfully



February, 2025: In the historic grand event where league matches of 6 teams took place on the previous Sunday, February 9, 2025, now only 4 teams have entered the semifinals and finals, which were played today, February 16, 2025, at 9:00 AM at Ankur Ground, the results are as follows.

Final match was played between Winner Eleven and RI Spartans and Winners Eleven went on to be the winner of the tournament.

BITOAA said, We sincerely thank our main sponsor EVteQ, co-sponsor Brother International, associate sponsors Secure Eye, View Sonic, Unilink, Bytegear, NPAV, Modi Care, Anam Computer, Final Touch Computer, Perfect World Computer, C S Enterprises.

TP-Link India Appoints Ashu Virmani as National Head, Alliances

Mumbai, India—13/02/25—TP-Link India, a leading provider of networking and connectivity solutions, has appointed Ashu Virmani as the National Head, Alliances, as part of its strategic efforts to strengthen its enterprise networking business. With Ashu leading the alliances, the company aims to establish key partnerships with major industry players.

Bringing over 25 years of experience in strategic alliances, enterprise solution selling, and business development, Ashu is a valuable addition to the TP-Link team.

"We are excited to welcome Ashu to our team," said Mr. Sanjay Sehgal, Director & COO of TP-Link India. "His strategic vision and deep industry expertise will be pivotal in driving our growth through Tier 1 partners in the enterprise segment."

Ashu has a strong track record of executing large-scale business strategies, forging impactful partnerships, and leading enterprise growth initiatives.

Based in Delhi, Ashu will focus on strengthening alliances, expanding business networks, and executing TP-Link India's partner-led Enterprise growth strategy.

A post graduate in marketing, Ashu has earned multiple industry certifications. His expertise in building strong relations, partner management, and market intelligence will further strengthen TP-Link's position in the industry through alliances.

On the personal front, Ashu is an explorer at heart, and finds solace in the rhythms of nature. He is an avid photographer and captures nature which helps him manage work-life balance.



ASUS Announces Cobble SSD Enclosure



TAIPEI, Taiwan, February 10, 2025 —

ASUS today announced the ASUS Cobble SSD enclosure, a stylish and durable external storage solution. Featuring a unique cobblestone-inspired design and IP55 water- and dust-resistance, ASUS

Cobble combines stylish aesthetics with durable, reliable protection in the most demanding environments. The enclosure supports both M.2 NVMe® PCIe® and SATA SSDs, and features a USB-C® 3.2 Gen 2x1 interface for superfast data transfer speeds of up to 10Gbps. The tool-free design allows for easy installation, while broad compatibility with Windows 11, macOS, mobile devices, and game consoles makes ASUS Cobble perfect for gamers, professionals, and content creators.

Stylish cobblestone-inspired design
The ASUS Cobble SSD enclosure has a sleek cobblestone-inspired design that's available in gray or black. Speckle-painting techniques enabled designers to incorporate organic textures and colors into the design, giving the enclosure a warm and natural aesthetic that perfectly complements any workspace or gaming setup. A special scratch-resistant coating offers a durable surface that protects the enclosure from minor impacts, and enables the sturdy metallic chassis to withstand high temperatures for long-lasting stability and reliability.

All-round protection
ASUS Cobble has a rugged design and is engineered to last, boasting IP55 water- and dust-resistance for dependable protection against the elements and wear and tear from daily use. Its aluminum-alloy construction and built-in thermal pad ensure exceptional heat dissipation to keep the SSD cool, protecting it from damage and helping extend its lifespan.

Fast transfers and seamless compatibility
The USB 3.2 Gen 2x1 interface enables ASUS Cobble to deliver lightning-fast speeds of up to 10Gbps, making it ideal for efficiently storing and transferring large files. It delivers exceptional speed and reliability for users looking for a storage device for gaming, content creation or editing, or managing large file libraries. The versatile ASUS Cobble supports both M.2 NVMe PCIe and SATA SSDs, with its tool-free Q-Latch and screwless-lock cover allowing for quick and easy installation. It seamlessly integrates into any setup and is fully compatible with Windows 11, macOS, mobile devices, and the latest game consoles such as ROG Ally, PlayStation® 5 and Xbox.

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Hikvision G4000 PCIe 4.0 SSD: Speeds Up to 7450MB/s for Next-Gen Gaming

In response to the increasing prominence of SSDs in the market, Hikvision's storage products leverage extensive technical expertise to advance PCIe 4.0 SSD technology. The G4000 series exemplifies this commitment and is tailored for PC enthusiasts, gamers, and content creators. Its excellent performance and speed, combined with an appealing design, enhance user experience and provide significant benefits in gaming entertainment and content creation.

Blazing Speed

The G4000 PCIe 4.0 SSD supports a maximum sequential read speed of up to 7450MB/s, improving the efficiency of game launches, screen transitions, and file access. Tests on the 2TB model using CrystalDiskMark software demonstrated that the sequential read speed can exceed 7450MB/s. Integration into PS5 devices resulted in faster file transfers and game loading times, highlighting G4000's speed and performance.

Enhanced Performance

Featuring a custom main controller and advanced manufacturing processes, the G4000 PCIe 4.0 SSD delivers reliable bandwidth and throughput. For thermal management, an efficient heat sink maintains optimal temperature control. In terms of durability, it offers an MTBF (Mean Time Between Failures) of up to 2 million hours, complemented by a 5-year warranty service. This combination of robust performance and comprehensive protection ensures users can enjoy peace of mind while using the product.

Increased Capacity

The G4000 PCIe 4.0 SSD features a compact M.2 2280 design and offers capacity options up to 2TB, suitable for expanding the storage capabilities of PS5 consoles, notebooks, desktops, and other devices.

As information technology continues to evolve and the volume of data grows, there is an increased demand for faster and higher-capacity storage



solutions. Hikvision's storage products focus on consumer needs and stay abreast of the latest technological trends. The goal is to provide a wider range of high-performance, large-capacity, cost-effective storage solutions.

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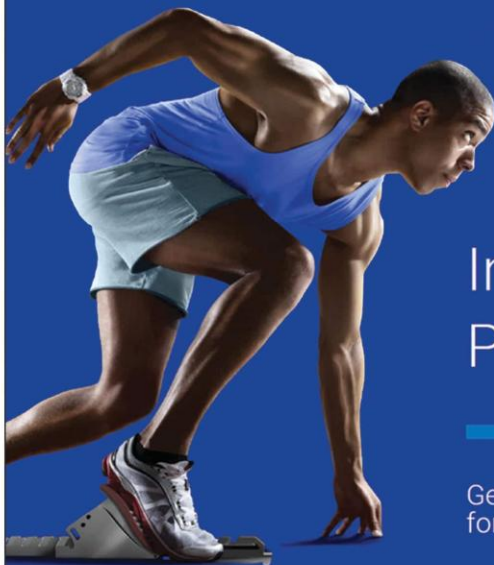


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TP-Link partners Optimus Electronics to Manufacture Network and IoT Devices in India

The strategic partnership to serve India's growing demand for connected devices and pave the way for Made in India-made electronics to reach export markets.



New Delhi, 27th January 2025: Optimus Electronics Limited ("OEL") today announced a strategic partnership with TP-Link, a leading global electronics brand, to manufacture its world-class networking devices and smart home products in India. This collaboration reinforces TP-Link's commitment towards the 'Make in India' vision and bolsters India's resolve to become the global hub for telecom and electronics manufacturing.

Under the partnership, OEL will be manufacturing a range of key telecom and IoT products like GPON (ONT), cameras (Security and Surveillance), Home Wi-Fi routers, Enterprise Routers, Modems/ Gateways, SOHO Switches, and other network expansion devices. These products will be manufactured in OEL's state-of-the-art manufacturing facility having a capacity to produce up to 6 million devices per year.

This collaboration will also pave the way forward to develop and manufacture electronic products for export markets.

OEL has been already investing in the development of a strong local ecosystem. OEL will continue to focus on developing a local supply chain to provide power adapter, mechanical parts, and more for TP-Link. This will reduce import

dependencies, and provide better control on supply.

This strategic partnership will contribute significantly in India's step towards becoming an information technology (IT) manufacturing hub. Together this partnership will create more employment opportunities in the country.

The production of Made-in-India TP-Link products will commence from February 2025 and finished products will be available for domestic market by March 2025.

A. Gururaj, Managing Director, Optimus Electronics Limited said, "We are excited to partner with TP-Link, a globally leading name in networking devices, in line with our strategic vision of forging alliances with global leaders. This marks a significant milestone also for Optimus, as we enter a new category in electronics manufacturing and move forward in further diversification. Collaborating with such a renowned global IT brand will also enhance our potential to drive exports and deliver world-class products to international markets. By leveraging our advanced manufacturing capabilities in telecom and electronics products and TP-Link's technological expertise, we aim to deliver world-class products while contributing to job creation, skill development, and the overall vision of Atmanirbhar Bharat."

Sanjay Sehgal, Director & COO of TP-Link commented on the collaboration, noting its significance in deepening their involvement in India's thriving electronics manufacturing landscape. "The rapid growth in India's data consumption and broadband adoption presents a compelling opportunity to cater to this dynamic market with locally manufactured products. The partnership advances the vision of Atmanirbhar Bharat while creating opportunities to explore global export markets, highlighting the competitiveness of products manufactured in India and strengthening the country's reputation as a trusted manufacturing hub for the international market" he said.

TP-Link Launches the Exciting Scheme for Partners

Mumbai, January 23 2025 – TP-Link, the global leader in networking and connectivity solutions, is thrilled to announce its latest partner-focused initiative – the "Jet Set Link" Scheme, designed exclusively for Tier 3 partners. Running from January 1, 2025, to March 31, 2025, this scheme offers partners incredible rewards for their continued support and outstanding performance.

Elaborating on the initiative, **Mohit Maheshpuria, General Manager – SMB**, TP-Link India, said "We value our partners immensely and it's our constant endeavor to strive for the same and keep rewarding their hard work and commitment. The 'Jet Set Link' scheme is our way of beginning of new calendar year to motivate them and achieve new milestones while building a strong business ecosystem."

The scheme is a multi-slab incentive one having different milestones to achieve and with each milestone the reward gets increased. The first slab is of achieving a target of Rs 25 Lakhs and a partner gets entitled for 10 units of TP-Link EAP225 Wireless Access Point free. In the second slab on achieving a target of Rs 45 Lakhs, the winner gets 10gram gold coin. The top slab is of Rs 75 Lakhs and on completing the target, the partner is entitled for a couple ticket to Europe for a 4-night/5-day trip.

The scheme is applicable to purchases made through Regional Distributors and National Distributors, focusing on the Switches, Access Points, Routers and Gateways with specific SKUs. Details of the product SKUs and other terms and conditions included are available with TP-Link sales team, National Distributors teams and Regional Distributors teams.

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Acer Launches Compact Aspire 3 Laptop Packed with Performance and Portability at Rs. 15990 on Flipkart




Bangalore, January 24, 2025 - Acer, one of the leading brands in the PC industry, has unveiled the Aspire 3, a budget-friendly laptop that seamlessly blends performance, portability, and versatility. With a screen size of 29.46cm (11.6 inches) weighing just around 1 kg and measuring a sleek 16.8 mm in thickness, this lightweight yet durable device is perfect for students and budget-conscious users. Powered by the Intel® Celeron® N4500 processor and 8 GB of DDR4 memory (upgradable to 16 GB), the Aspire 3 ensures smooth multitasking and efficient performance, making it a reliable companion for everyday computing tasks.

The Aspire 3 has a 29.46cm (11.6 inches) HD Acer ComfyView™ LED-backlit display, delivering sharp visuals with reduced glare for a comfortable viewing experience. Powered by Intel® UHD Graphics, it ensures seamless video playback, efficient multitasking, and crisp visuals, making it equally suitable for work and entertainment. Its reliable 38Wh Li-ion battery offers uninterrupted productivity, while storage options ranging from 128 GB to 1 TB PCIe NVMe SSD provide ample space for files, projects, and applications.

Designed for ultimate portability, the Aspire 3 boasts an ultra-slim 16.8 mm profile and a lightweight build of just around 1 kg, making it ideal for users on the go. Connectivity is seamless, with features like USB 3.2 Gen 1 ports, a USB Type-C port, an HDMI® port, and a Micro SD Card Reader, ensuring compatibility with a wide range of devices and peripherals.

Sudhir Goel, Chief Business Officer, Acer India, said, "The Aspire 3 embodies Acer's mission to make cutting-edge technology accessible to all. It combines power, portability, and affordability, making it the perfect laptop for students, young professionals, and anyone seeking dependable performance in a compact design. With features like an ultra-slim build, a high-definition display, and versatile connectivity options, the Aspire 3 delivers unmatched value to users, ensuring they stay productive, entertained, and connected."

The Aspire 3 also features a 720p HD webcam and dual stereo speakers, making it perfect for online classes, virtual meetings, and multimedia experiences. Its Microsoft Precision-certified touchpad

offers enhanced usability with multi-gesture support, while the moisture-resistant design ensures lasting durability. Preloaded with Acer's proprietary software, including Acer Care Center and Quick Access, the laptop simplifies system management and troubleshooting, delivering a seamless and user-friendly experience.

Sujith Agashe, Senior Director, Electronics, Flipkart, emphasized, "As the demand for reliable and affordable technology continues to grow, customers are increasingly seeking devices that not only meet their functional needs but also align with their aspirations. At Flipkart, we are committed to addressing this evolving need by offering a diverse range of advanced yet accessible technology solutions. The Acer Aspire 3 provides a compact, versatile laptop tailored to the requirements of students and young professionals. With its modern design and dependable performance, it is positioned well to resonate with value-driven customers."

Rahul Malhotra, Director & Head, Systems & Components Partners, India Tech Ecosystem, Intel India added "At Intel, we are deeply committed to enabling greater access to technology for learning, exploration, and growth through creating class-leading products. We are proud to be a part of this initiative, which is about opening doors to opportunities by making computing solutions more accessible and affordable. Whether it is building skills for the future, fostering creativity, or unlocking new ways to connect and collaborate, this reflects our vision for India where technology empowers every learner and dreamer. By making PCs more attainable, we're advancing a larger mission to create an ecosystem of possibilities that drives progress for all."

The Aspire 3 laptop comes with a one-year Carry-in Warranty, making it a dependable and cost-effective option for those seeking robust performance in a slim and lightweight design. Blending elegance, functionality, and affordability, the Aspire 3 sets a new benchmark for budget-friendly computing, catering to the needs of students, professionals, and value-conscious users.

The **Aspire 3** is priced at **Rs. 15990** and will be available on Flipkart.



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D-Link unveils Made in India Surveillance Switches with Built-in Power Supply for Smarter Connectivity

Mumbai, 12th Feb 2025: D-Link (India) Limited, a global leader in networking and connectivity solutions, is proud to announce its new line of Made in India surveillance switches – the **DES-FI006P-FE**, **DES-FI010P-FE**, and **DES-FI018P-FE**. Built to enhance surveillance system efficiency, these advanced switches offer built-in power supply, long-range PoE support, and 6KV surge protection, making them a perfect fit for both commercial and residential setups. With a focus on local manufacturing, simplicity and reliability, these switches ensure optimal performance and seamless installation for any security infrastructure.

Key Features of the DES-FI006P-FE, DES-FI010P-FE, and DES-FI018P-FE:

- **Built-in Power Supply for Surveillance Setup:** These switches eliminate the need for separate power adapters and cables, offering seamless power and network connectivity through Power over Ethernet (PoE), simplifying installation and reducing setup time.

- **Superior 6KV Surge Protection:** Designed to withstand power surges, these switches feature 6KV surge protection, ensuring that the surveillance equipment remains safe from electrical spikes and damage.

- **Long-Range PoE Support (Up to 250m):** These latest surveillance switches support PoE transmission over long distances of up to 250 meters, providing reliable power and connectivity in larger spaces such as warehouses, factories, and retail environments.

- **Plug & Play Functionality:** With simple plug-and-play setup, these switches make it easy for users to quickly install and deploy their surveillance network without complex configuration requirements.

- **802.3af/at Support:** These switches fully support the 802.3af/at PoE standards, ensuring compatibility with a wide range of IP cameras and other PoE-powered devices, delivering flexible solutions for various surveillance needs.

- **High-Port Density:** The DES-FI006P-FE offers 6 ports (4FE PoE + 2FE Uplink), the DES-FI010P-FE provides 10 ports (8FE PoE + 2FE uplink), and the DES-FI018P-FE comes with 18 ports (16FE PoE + 2GE uplink + 1 SFP), giving users the flexibility to scale their surveillance setup as needed.

- **Energy-Efficient:** Designed with energy efficiency in mind, these switches help to reduce



operational costs while delivering high performance.

Mr. Rohit Purushottam, Sr. VP – Enterprise Business, D-Link (India) Limited, commented, "At D-Link, innovation drives our mission to empower businesses with future-ready networking solutions. The introduction of the DES-FI006P-FE, DES-FI010P-FE, and DES-FI018P-FE is a testament to our commitment to delivering world-class Made in India solutions that redefine efficiency in surveillance infrastructure. These cutting-edge products are designed to seamlessly cater to diverse deployment needs, enabling our partners and system integrators to stay ahead in the evolving surveillance landscape with confidence and excellence."

Why Choose D-Link's latest Surveillance Switches?

D-Link's latest Made in India surveillance switches deliver a powerful combination of performance, security, and ease of use, making them the ideal choice for modern surveillance setups. With advanced features and robust reliability, these switches stand out in the market, ensuring seamless connectivity and enhanced protection for both businesses and homes. With this, D-Link reinforces its commitment to local manufacturing and innovation, empowering the surveillance industry with high-quality, homegrown solutions.

Availability:

The DES-FI006P-FE, DES-FI010P-FE, and DES-FI018P-FE surveillance switches are now available across India through authorized D-Link resellers, system integrators and distributors.

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