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VOLUME 23 • ISSUE 48 • 24th Feb. to 2nd Mar. 2025 • PAGE 24 • ₹ 10/-

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Rakesh Gupta elected President of Banswara Computer Traders Association



Today on 28 February 2025, the election of the new executive body and the first meeting of the members of Banswara Computer Traders Association (BCTA) was called. The newly appointed by the outgoing

President Mr. Shailesh Jain (Bright Infosys):

- President – Mr. Rakesh Gupta (Mamta Computers)
- Secretary and Treasurer – Mr. Puneet Joshi (Professional Computer)
- Senior Vice President – Mr. Deepak Upadhyay (A Global Infotech)
- Vice President – Mr. Saurabh Rajawat (Sun Infotech)
- Member – Mr. Kirit Doshi (Arihant Computer) was sworn in as Executive Member.

Mr. Moiz Ali Ratlam, Mr. Deepesh Dosi, Mr. Manoj Jaradi, Jugnu Jain, Kirtesh Patel, Atul Joshi, Vikas Jain, Himanshu Jain and Saurabh Joshi were present. In the said meeting, all the activities to be done in the next 2 years were discussed. In the end, Moiz Ali Ratlam bid farewell to the outgoing President Mr. Shailesh Jain and expressed his gratitude.



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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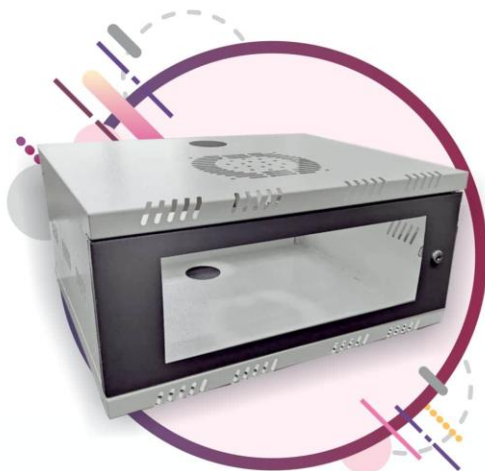


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Flip, Fry, Grill, and Feast: Acerpure Launches the Chef 2-in-1 Air Fryer for Modern Homes at ₹10,990



Bangalore, India – 19 February 2025 – Acerpure India, a division of the global Acer Group, has introduced the **Acerpure Chef 2-in-1 Flip Air Fryer**, a sleek and versatile kitchen appliance designed for healthier and more convenient cooking. This all-in-one device seamlessly integrates **air frying, grilling, and hot pot functions**, making it a must-have for modern kitchens.

Available in **elegant matte black and matte white**, the air fryer not only enhances kitchen aesthetics but also delivers top-tier performance. Equipped with **360° Turboheat Air Fry Technology**, it ensures even cooking with up to **80% less oil** than traditional methods (***based on lab testing, the Acerpure Chef 2-in-1 Flip Air Fryer reduces oil by 80% compared to traditional deep fryers when cooking frozen fries**). With

a **5.5L air fryer capacity** and a **2.5L cooking pot**, it caters to various culinary needs. The **intuitive LED touch panel** provides precise temperature control, ranging from **80°C to 200°C** for air frying and **80°C to 220°C** for the cooking pot, making it perfect for **frying, grilling, baking, and sautéing**.

The Acerpure Chef 2-in-1 Flip Air Fryer is crafted for seamless meal preparation, featuring five intelligent cooking modes that streamline the process. **Designed for versatility, it caters to bachelors, married couples, and individuals on a diet by making soups, sautéing, and grilling effortless.** The innovative flip mechanism enhances usability and prevents residue accumulation, ensuring hassle-free maintenance, while its durability is proven through over 3,000 flip tests. The borosilicate glass air fryer basket minimizes food odors, maintaining a fresh kitchen atmosphere. Certified by Germany's LFGB and the U.S. FDA for food safety, the appliance meets the highest quality benchmarks. Thoughtfully equipped with an exclusive cooking pot lid, silicone clip, and anti-scald gloves, its user-friendly design supports effortless cleaning and adaptable cooking, making it perfect for everything from quick bites to elaborate meals.

Speaking on the launch, **Mr. Vasudeva G, Director of Acerpure India**, said, "At Acerpure, we are redefining home appliances with innovation, quality, and smart technology at the core of everything we do. As a **new-age brand**, we are thrilled by the overwhelming response from Indian consumers to our growing portfolio, including TVs, water purifiers, air purifiers, air circulator fans, hair dryers, and stylers. **In just eight months, we have expanded into six product categories**, a testament to our commitment to delivering cutting-edge, user-friendly solutions. The Acerpure Chef 2-in-1 Flip Air Fryer is another step in this journey, designed to make cooking healthier, easier, and more versatile. We aim to bring thoughtful innovations that enhance everyday living, making homes cleaner, safer, and happier."



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Rapoo wins Bikaner BCTA IT Cup 3.0

Bikaner Computer Trade Association and Welfare Trust successfully organize another cricket cup



February, 2025: A two-day cricket tournament was organized by Bikaner Computer Trade Association and Welfare Trust in which 6 matches were held between 8 teams from 1-2 February, 2025 at Sadul Club Ground, Bikaner. 8 Team were namely Frontech, Net Protector, BCAM, D-Link, Rapoo, JMA, Logibird and Zotex. Chief guest for the tournament were Jugal Rathi and Comedian Mukesh Soni (Mukesh ki Comedy).

Rapoo was the winning team and BCAM Lotus was the runner up team. President Rakesh Swami welcome everyone to the event and congratulated the winners. Rakesh Singhi, Vijay Tated, Mohit Pugalia, Madhok Mundhra, Nishant Pareek, Vikas Panwar, Yogesh Jha, Pawan Surana, Rohit Bothra, Manish Singhal etc. contributed in this tournament from BCTA. All IT dealers were present in the two-day cricket cup. This year tournament was sponsored by Beng and Co-sponsored by BCAM Lotus Electronics. Amongst other sponsors were brands like Net Protector, TVS-E, Brother, Lenovo, SSE Computech etc. Media Partner for the event was Communication and Computers as always.



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Hyper Technologies Launched the New 5mp IP Colour Camera in Premium Segment



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February, 2025: **Hyper Technologies x AS INTELLIGENCE** has recently launched their **5MP IP METAL COLOUR PLUS AUDIO METAL CAMERA** in premium segment. After the success of our 4MP IP segment in which the quality and the durability was top notch and in the PoE segment we have launched PoE switches range which was also highly accepted and demanded by the B2B clients. **Utkarsh & Yatharth Bansal** from Hyper Technologies said "The main reason behind the success of our 4MP IP segment and our PoE Switches segment was their quality, price, and durability. As compared to the other OEM competition our products have just 2% rejection as compared to other, they are operating at 5-7% rejection, due to which customers are shifting and choosing our products because their after-sales service cost decreases. In future we are focusing on decreasing the 2% rejection ratio into 1% and less."

After examining the market of CCTV camera, many manufacturers are supplying the **low quality 5MP IP CAMERA**, so Hyper grabbed the opportunity and worked on it and after

some R&D they launched their new **5MP IP COLOUR WITH AUDIO CAMERA**, which gives the better quality of 5MP resolution to the customer compared to the competition in the market who are just focusing on the price. They have not only Focused on the quality but also on the price of the product so that their lower and upper segments partners can easily purchase and install their cameras.

After the launch of 5MP IP Camera they are focusing on the **Wireless intrusion alarm system** which will help secure the home, bank, jewellery shops, banks etc. without wire. The research and development process are going on and there will be some final testing done by the team before the launch.

They will also work on the **dark fighter cameras** and **AI based cameras** in the upcoming months and will launch accordingly. They will soon launch some schemes for their T2 and T3 partners so they can enjoy some extra benefits from their side. As their founder **Mr. Sanjeev Kumar Gupta** always used to say **SABKA SATH, SABKA VIKAS**. This step will help the company and their dealers to grow parallelly. Their vision is very clear, **Har Ghar Hyper** which means in every house there will be a CCTV and surveillance system.

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Jodhpur 7th Cricket Tournament Concludes with Brother Indians Emerging as Champions

Jodhpur Computer Dealers Association (JCDA) once again shines bright in Rajasthan



Jodhpur, March, 2025: The Jodhpur Computer Dealers Association (JCDA) successfully organized its 7th cricket tournament from February 28 to March 2 at Dharohar Pavitra, Pal Road, Jodhpur. The tournament saw participation from 8 teams, with Brother Indians, Logbird India, Di Devil, and CP Plus Suncity qualifying for the semifinals. In a thrilling finale, Brother Indians emerged as the champions, defeating Logbird India in a closely contested match.

The event was made possible by the support of Agarwal Infotech, Lenovo as the main sponsor and BenQ India as the co-sponsor. Other supporting sponsors included CP Plus, Dahua, Lotus Electronics, Hari Enterprises, Temash, Hikvision, TRG, Lapgrade, D-Link, Net Protector, Infinity, Rapoo, Maheshwari Computers, Aarvex, Yash NP Tech, Rajan, Hi Focus, Navkar IT, and Fingers.

The tournament was organized by the JCDA team, led by President Vinay Gupta, Patron Members Pawan Agarwal and Anand Mundra, Treasurer Rajesh Bang, Vice President Pankaj Singhi, Secretary Ajeet Jain, PRO Jitendra Bhansali, Joint Secretary Tribhuvan Solanki, and Executive member Abhinandan Rathi. The event was a huge success, with all participants, owners, and JCDA members praising the organizers for their efforts.



The highly anticipated Jodhpur IT Cup -7 kicked off with a bang, featuring two exciting groups.

1st Semifinal was played between Brother Indians and Di Devils. While 2nd was played between CP Plus Suncity and Logbird India.

The Big Final Was Played Between Brother Indians and Logbird India and Brother Indians emerged as Champions of the tournament. Congratulations to **Brother Indians on winning the Jodhpur IT Cup -7 by 10 runs!**

Vinay Gupta, President of JCDA said "We extend our heartfelt gratitude to our committee members who worked tirelessly to make this tournament a success namely Pawan Agarwal, Anand Mundra, Rajesh Bang, Ajeet Kumar, Abhinandan Rathi, Pankaj Singhi, Jitendra Bhansali and Tribhuvan Solanki. Your dedication and efforts are truly appreciated. Special thanks to each & every person who supported and contributed in this event to make it grand & successful."





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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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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.

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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.



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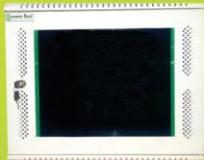
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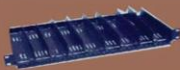
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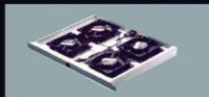
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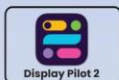
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