

**Zebronics launches innovative first-of-its-kind touch operated mouse to signal aggressive product plans**  
**Aims at Enhancing Service Network to 100**

**MUMBAI, January 31, 2011:** Recognising that touch-sensitive devices are gaining ground globally and that the touch-mode of interface will increasingly be how users communicate with their devices in the future, **Top Notch Infotronix**, the brand owners of India's leading IT brand **Zebronics**, **unveiled its first-of-its-kind innovation in India – a touch panel mouse, the ZebTouch**. Demonstrating the new product, Mr. Rajesh Doshi, Director, Zebronics, showed how the mouse has no click buttons or scroll wheel. With its sleek, space-age looks and comfortable tactile feel, the ZebTouch is controlled by the user by just moving his fingers over the surface as a natural device.

Zebronics, one of the industry's widest lineup of products and accessories for computers, consumer electronics and communication, has announced that it will be increasing its service network to about 100 centers across the country, from the present 62, during calendar year 2011. These centers will be in a mix of company-owned and Authorised Service Partner (ASP) models. The move, hopes the company, will further enhance the popularity of its extensive range amongst its users.

On the sidelines of the ongoing 4-day Compass IT 2011 Expo currently running in Kolkata, Rajesh Doshi, Director, Zebronics informed, "Our operations focus for the year would be to make the user experience with the Zebronics brand a pleasant one, not just with the product but throughout its ownership life-cycle. With a 100 conveniently located service outlets, I believe we would have one of the most widespread service networks in our category by the end of the year."

The Zebronics brand is known among its loyal band of users for "designer" aspect – a unique look, innovative technology and features and high-quality. With the country's largest lineup of products spanning designer-style cabinets, mouse and keyboards, gaming accessories, web-cameras, multi-media speakers and headphones and for the end-consumer – music and video players. The range of multimedia speakers has won several awards and industry recognitions.

Zebronics also used the platform of the Compass 2011 Expo to announce its entry into a new category of product line - the power strip. Introducing India's first premium brand of the power strips, the Zebronics Platinum series are built using 100% copper, apart from other quality features.

The Company has aggressive plans for growth on other fronts too. Speaking of business plans for the Zebronics brand, Doshi said "In terms of volumes we aim to grow by about 30 per cent. To facilitate this we plan to expand our retail reach to cover more geographies and also partner organized retailers with presence in high-footfall market areas." Clearly, Zebronics takes very seriously its vision of providing the consumer premium value products at pocket-friendly prices.

**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 26 Branch offices and 62 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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