



MEDIA COVERAGE REPORT

Press Release:

**ITI Limited Develops Branded Laptop & Micro PC
'SMAASH' with International Standards**

September 11, 23

**SUBMITTED BY
CORPORATE PUBLIC RELATIONS
ITI LIMITED**



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ws/bl/bl_bangalore/issues/51465/OPS/GBRBO4RVN.1.png?cropFromPage=true)

ITI launches laptops and micro PCs

Our Bureau

Bengaluru

The public sector undertaking ITI Limited has introduced its proprietary laptops and micro PCs on the market under the brand name SMAASH.

The two flagship products — the laptop and micro-PC — have been designed in association with Intel Corporation, with which an MOU has been signed for design and manufacturing, the company said in a release. The micro PC, a green solution product, does the computation like any other PC with less carbon footprint and considerably reduces e-waste. It consumes less power as



compared to conventional PCs, is of small size, has no moving parts like a fan, and has a long life. In essence, SMAASH products save electricity, cost, and workspace.

VARIANTS

The PC comes in variants like i3, i5, i7, and so on, and more than 12,000 PCs have been deployed and are suc-

cessfully performing at various customer sites. One of the solutions that ITI Limited offers is PCs with solar solutions.

“It is indeed a challenging task to win tenders competing with MNCs who have global reach and deep pockets. We have to continuously innovate not only with technology but also with our business model, and SMAASH delivers every time,” said Rajesh Rai, Chairman and Managing Director of ITI Limited. The company recently won two tenders from KITE (Kerala Infrastructure and Technology) for education and has supplied around 9,000 laptops to the government schools in Kerala.



Publication: The New Indian Express

Date: 12.09.23

Link: NA

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09.2023



Market Watch

MARKET		
528.17	▲ Sensex	67,127.08 ₹10 ↓
176.40	▲ Nifty	19,996.35 ₹10 ↓

State-owned ITI develops micro PC, laptop Smaash

Claims products can match global quality, performance standards

RAKESH KUMAR @ New Delhi

DAYS after India made it mandatory to seek licence for import of laptops and personal computers (PC), state-owned ITI Limited has claimed it has developed its own brand of laptop and micro PC for domestic market.

The company, which offers a complete range of telecom products, claims that its products --branded as SMAASH -- can match international quality and performance standards. Products from the Bangalore-based public sector company are already available in the market, and the company has successfully won many tenders, competing against MNC brands such as Acer, HP, Dell, and Lenovo.

"The flagship products - Laptop and Micro PC -- have been designed in association with Intel Corporation with which an MoU has been signed for design and manufacturing," said a company statement. After the announcement, share price of the company rose from ₹125 level in the afternoon to close the day on Monday at ₹149.30, up 20% from the previous day's closing. Central government holds 90.28% stake in ITI Ltd. In August 2023, the government

NEW PRODUCT LAUNCH

ITI Limited has designed both micro PC and laptop, branded as SMAASH, in association with Intel Corporation

Products are equipped with i3, i5, i7 and other microprocessor series of Intel Corp

ITI Limited has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo

Company said over **12,000**

SMAASH PCs have been deployed & are successfully performing at various customer sites



mandated that starting November 1, laptop manufacturing firms must obtain a licence to import laptops, PCs, and servers into India. It has won two tenders from KITE- Kerala Infrastructure and Technology for Education, and has supplied about 9,000 laptops to the government schools in Kerala. "SMAASH is

being received well and is helping us win tenders in cut throat markets. It is indeed a challenging task to win tenders competing with MNCs who have global reach and deep pockets. We have to innovate not only with technology but also with our business model and SMAASH delivers every time," said Rajesh Rai, Chairman and MD of ITI Ltd.



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Date: 12.09.23

Link: NA

CPSU ITI develops laptop, mini PC

The Hindu Bureau

BENGALURU

At a time when Public Sector Undertakings are moving away from the electronics sector, ITI Limited, a Central PSU under the Union Ministry of Communications, on Monday said it had developed its own laptop and 'mini PC' that match international quality and performance.

Branded as 'SMAASH', the laptops and PCs are priced at ₹32,000 a piece, and available in the market, said the firm, claiming that it has won many tenders despite competing against global brands such as Acer and HP.

The two flagship products have been designed



Rajesh Rai

in association with Intel Corporation with which a Memorandum of Understanding has been signed, said the PSU. ITI said its mini PC's carbon footprint is much smaller when compared with global brands

"Our talented Palakkad (where one of ITI's manufacturing units is based) team has put in all-out efforts to make the feat possible," said CMD Rajesh Rai.





Publication: Millennium Post

Date: 12.09.23

Link: <https://www.millenniumpost.in/full-page-pdf/epaper/pdf/delhi/2023/09/12/delhi-12-september-2023/6052>

State-run ITI Ltd develops own-branded PCs, wins many orders

NEW DELHI: State-run ITI Ltd on Monday said it has developed its own branded laptop and micro PC of global quality standards and has won many orders for the same competing against MNC brands.

The central PSU has designed both products, branded as SMAASH, in association with Intel Corporation with which an MoU has been signed for design and manufacturing, ITI said in an exchange filing. The products are equipped with i3, i5, i7 and other microprocessor series of Intel Corp.

"Branded as SMAASH, the products have already been

The products are equipped with i3, i5, i7 and other microprocessor series of Intel Corp

deployed in the market, and ITI Limited has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo," ITI said. "ITI Limited has recently won two tenders from KITE- Kerala Infrastructure and Technology for Education and has supplied around 9,000 laptops to the government schools in Kerala," it added.

The company said that more than 12,000 SMAASH PCs have been deployed and are successfully performing at various customer sites.

"One of the solutions that ITI Limited offers is the SMAASH PCs with solar solutions. The SMAASH PCs are highly compatible with solar solutions since they take DC input," the company said.

Their Micro PC is a 'green' solution product which consumes less power as compared to conventional PCs, is of small size, has no moving parts like fan, and has a long life - hence reducing electricity, cost, and workspace. PTI



Publication: Business Standard

Date: 12.09.23

Link: https://epaper.business-standard.com/bs_new/index.php?rt=main/mainpage#16

ITI enters PC segment with SMAASH

PRESS TRUST OF INDIA
New Delhi, 11 September

State-run ITI on Monday announced its entry into the computer segment, with its own brand called SMAASH ready to compete against multinationals. The telecom equipment firm said it had developed its own branded laptop and micro personal computer (PC) of global standards and won many orders for the products.

The central public sector undertaking has designed both products in association with Intel. It has also signed a Memorandum of Understanding (MoU) with Intel

for design and manufacturing, ITI said in an exchange filing. The products are equipped with i3, i5, i7 and other microprocessor series of Intel.

After the announcement, ITI shares surged 20 per cent to settle at ₹149.40 apiece — its upper price band as well as a 52-week high level — on the BSE. On NSE, ITI shares surged by around 20 per cent to end at a 52-week high of ₹149.30. More than 1.81 crore shares were traded on the bourse.

"ITI has recently won two tenders from Kerala Infrastructure and Technology for Education (KITE) and has supplied around 9,000 laptops to the government schools

in Kerala," it added. ITI said that more than 12,000 SMAASH PCs had been installed at customer sites. ITI pointed out that it offers SMAASH PCs with solar solutions.

Its micro PC is a "green" product that consumes less power as compared to conventional PCs. They are also smaller, have no moving parts like the fan, and feature long life — hence reducing electricity, cost, and workspace.

The Indian government recently restricted the import of laptops, with Union Minister for Commerce and Industry Piyush Goyal citing security concerns behind the decision.



Publication: Free Press Journal

Date: 12.09.23

Link: <https://epaper.freepressjournal.in/3761187/Free-Press-Mumbai-Epaper-Edition/12-Sep-2023#page/9>

State-run ITI develops own-branded PCs

Company wins many orders; stock jumps 20%

PTI / New Delhi

State-run ITI Ltd on Monday said it has developed its own branded laptop and micro PC of global quality standards and has won many orders for the same competing against MNC brands.

The central PSU has designed both products, branded as SMAASH, in association with Intel Corporation with which an MOU has been signed for design and manufacturing, ITI said in an exchange filing. The products are equipped with i3, i5, i7 and other microprocessor series of Intel Corp.

Following the announcement, ITI shares surged 20 per cent to settle at Rs 149.40 apiece – its upper price band as well as a 52-week high level, on the BSE. On the volume front, 14.29 lakh shares changed hands on BSE.

On NSE, ITI shares surged by around 20 per cent to settle at a 52-



week high of Rs 149.30. More than 1.81 crore shares changed hands on the bourse.

"Branded as 'SMAASH', the products have already been deployed in the market, and ITI Limited has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo," ITI said.

"ITI Limited has recently won two tenders from KITE- Kerala Infrastructure and Technology for Education and has supplied around 9,000 laptops to the government schools in Kerala," it added.



Publication: Business Guardian

Date: 12.09.23

Link: <https://epaper.businessguardian.in/view/238/the-business-guardian>

IT'S TRIUMPH

ITI develops laptop, micro-PC called SMAASH

TECHNETWORK
NEW DELHI

ITI Limited, a state-owned company under the Ministry of Communication, has introduced a new range of laptops and micro-PCs branded as "SMAASH," designed to meet international standards of quality and performance. Developed in collaboration with Intel Corporation, these products have already been deployed in the market and have won tenders, even competing against multinational brands like Acer, HP, Dell, and Lenovo.

The SMAASH lineup includes laptops and micro-PCs, available in variants such as i3, i5, and i7. These products have



been well-received in the market, with over twelve thousand SMAASH personal computers successfully deployed at various customer sites. ITI Limited has recently secured tenders

from KITE (Kerala Infrastructure and Technology for Education) and supplied approximately 9,000 laptops to government schools in Kerala. One of the standout features

of ITI Limited's SMAASH products is their compatibility with solar solutions, as they can accept direct current (DC) input. This capability makes them highly suitable for regions with solar power infrastructure.


Rajesh Rai, Chairman and Managing Director of ITI Limited, expressed his satisfaction with the development of the SMAASH brand. He acknowledged the dedication and effort of the Palakkad Team in making this achievement possible. Winning tenders in a competitive market against multinational corporations is indeed a challenging task, but the SMAASH brand has proven to be successful in this

endeavour.

The introduction of SMAASH laptops and micro-PCs comes in the wake of the Indian government's Production Linked Incentive (PLI) Scheme 2.0 for IT Hardware, which aims to enhance the IT hardware manufacturing ecosystem in the country. With a budgetary outlay of Rs 17,000 crore, this scheme seeks to promote domestic manufacturing and reduce reliance on imports. In August, the Indian government announced restrictions on the import of laptops, tablets, all-in-one personal computers, and ultra-small form factor computers and servers (IT devices) starting from November 1, 2023.

Importers will be required to obtain a valid license for such imports. The government's stance is that India has the capacity to manufacture IT hardware devices domestically and that production-linked incentives will further drive down hardware prices.

The launch of SMAASH products by ITI Limited represents a significant step towards promoting domestic IT hardware manufacturing and reducing dependence on foreign imports. It also showcases the capabilities of Indian companies to develop high-quality technology products that can compete with global brands in terms of performance and reliability.

	Publication: Amar Ujala
	Date: 12.09.23
	Link: NA

सरकारी कंपनी आईटीआई ने लॉन्च किया लैपटॉप व माइक्रो पीसी, विदेशी कंपनियों से होगी सीधी टक्कर

बंगलूरु। सरकारी दूरसंचार कंपनी आईटीआई लिमिटेड ने अंतरराष्ट्रीय मानकों के अनुरूप लैपटॉप एवं माइक्रो पीसी को विकसित करने के साथ उन्हें बाजार में पेश किया है। स्मैश ब्रांड के तहत पेश दोनों उत्पाद बाजार में पहले ही पहुंच चुके हैं। आईटीआई ने एसए, एचपी, डेल और लेनोवो जैसी दिग्गज कंपनियों को पीछे छोड़ते हुए कई निविदाएं भी जीती हैं।

इस खबर के बाद कंपनी का शेयर 20 फीसदी के अपर सर्किट के साथ 149.40 रुपये पर बंद हुआ। एक साल पहले इसी समय यह शेयर 86 रुपये पर था। एजेसी




20%
की बढ़त के साथ
अपर सर्किट में
बंद हुआ शेयर

आईटीआई ने लैपटॉप एवं माइक्रो पर्सनल कंप्यूटर (पीसी) को इंटेल कॉरपोरेशन के साथ मिलकर विकसित किया है। आईटीआई का दावा है कि उसका छोटे आकार का पीसी किसी भी दूसरे पर्सनल कंप्यूटर की तरह गणना करने में सक्षम होने के साथ कार्बन उत्सर्जन में कमी लाने में भी योगदान देता है। उसके 12,000 से अधिक पीसी पहले से ही सफलतापूर्वक काम कर रहे हैं।

आईटीआई के चेयरमैन एवं प्रबंध निदेशक राजेश राय ने सोमवार को कहा कि स्मैश ब्रांड को ग्राहकों से अच्छी प्रतिक्रिया मिल रही है और कड़ी प्रतिस्पर्धा वाले बाजार में करार हासिल करने में मदद मिल रही है।

कंपनी ने हाल में केरल इन्फ्रा एंड टेक्नोलॉजी फॉर एजुकेशन से दो निविदा जीती हैं जिसके तहत 9,000 लैपटॉप बनाकर केरल के स्कूलों को देना है।

	Publication: The Pioneer
	Date: 12.09.23
	Link: https://www.dailypioneer.com/uploads/2023/epaper/september/delhi-english-edition-2023-09-12.pdf

ITI develops own PCs, wins many orders; stock jumps 20%

New Delhi: State-run ITI Ltd on Monday said it has developed its own branded laptop and micro PC of global quality standards and has won many orders for the same competing against MNC brands.

The central PSU has designed both products, branded as SMAASH, in association with Intel Corporation with which an MOU has been signed

for design and manufacturing, ITI said in an exchange filing. The products are equipped with i3, i5, i7 and other micro-processor series of Intel Corp. Following the announcement, ITI shares surged 20 per cent to settle at ₹149.40 apiece — its upper price band as well as a 52-week high level, on the BSE. On the volume front, 14.29 lakh shares changed hands on BSE.

On NSE, ITI shares surged by around 20 per cent to settle at a 52-week high of ₹149.30. More than 1.81 crore shares changed hands on the bourse. "Branded as 'SMAASH', the products have already been deployed in the market, and ITI Limited has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo," ITI said. **PTI**



Publication: The Hindu Business Line

Date: 12.09.23

Link: [https://epaper.thehindubusinessline.com/ccidist-
ws/bl/bl_bangalore/issues/51585/OPS/GEABO9903.1.png?cropFromPage=true](https://epaper.thehindubusinessline.com/ccidist-
ws/bl/bl_bangalore/issues/51585/OPS/GEABO9903.1.png?cropFromPage=true)

Laptop deal with Intel lifts ITI stock 33% in two days

Our Bureau
Bengaluru

In a striking departure from the overall market trend, the share price of public sector undertaking ITI Limited has risen by 33 per cent in two days, adding over ₹4,000 crore in m-cap, after announcing a major partnership with Intel for the production of laptops and micro PCs.

The stock went up by 20 per cent on Monday when the pact with Intel was announced, and by another 11.4 per cent on Tuesday, recording a fresh 52-week high of ₹176.90. The stock closed at ₹166.45, up 11.41 per cent.

The company announced the launch of its proprietary laptops and micro-PCs under the brand name SMAASH. As a result, the company's scrip closed at a 52-week high of ₹149.40 on the exchange board on Monday, compared to Fri-

day's closing of ₹124.50.


The design and manufacturing of two flagship products — laptop and micro-PC — will be done in association with Intel Corporation, the company said in a release.

RECENT ORDERS

Additionally, the PSU recently won two tenders from KITE (Kerala Infrastructure and Technology) for the supply of around 9,000 laptops to government schools in Kerala.

ITI is a telecom company and multi-unit central public sector undertaking. The company has manufacturing facilities in six locations (Bengaluru, Naini, Raebareli, Mankapur, Srinagar and Palakkad) along with an in-house R&D centre in Bengaluru.

In FY23, ITI recorded ₹1,395 crore topline but posted a loss of ₹360 crore due to higher expenses.

	Publication: The Economic Times
	Date: 11.09.23
	Link: https://economictimes.indiatimes.com/industry/cons-products/electronics/iti-develops-laptop-micro-personal-computer-called-smaash-with-international-standards/articleshow/103573347.cms?from=mdr

ITI develops laptop, micro personal computer called 'SMAASH' with 'international standards'

ET Online Last Updated: Sep 11, 2023, 04:20 PM IST

Synopsis

As per the exchange filing, all 'SMAASH' products have obtained essential certifications, including BIS (Bureau of Indian Standards), ROHS (Restriction of Hazardous Substances), BEE (Bureau of Energy Efficiency), CE (European Conformity), and FCC (Federal Communication Commission).



State-owned ITI Ltd develops laptop, micro personal computer called 'SMAASH'ANI

ITI Limited, a government-owned company operating under the Ministry of Communication, has announced the development of a laptop and micro PC that achieve "international standards of quality and performance."

"The two flagship products - Laptop and Micro PC have been designed in association with Intel Corporation with which an MoU has been signed for design and manufacturing," the exchange filing read.

These products are introduced under the brand name 'SMAASH' and are already available in the market. In a stock exchange filing, ITI Limited announced its success in winning multiple tenders, even in competition with global giants such as Acer, HP, Dell, and Lenovo.

The filing said that to date, over twelve thousand 'SMAASH' PCs have been successfully deployed at various customer sites. These PCs are available in different configurations, including i3, i5, and i7 variants.

Notably, ITI Limited recently secured two tenders from KITE (Kerala Infrastructure and Technology for Education), supplying around 9000 laptops to government schools in Kerala.

Features

- **Solar solution:** 'SMAASH' PCs are integrated with solar solutions, as they are highly compatible with DC input.
- **Environmentally friendly solution:** The Micro PC, in particular, stands out as an environmentally friendly solution with reduced carbon footprint and decreased e-waste generation. It consumes less power compared to conventional PCs, has a compact form factor, operates without moving parts like fans, and boasts an extended lifespan.
- **Variants:** 'SMAASH' laptops also come in multiple variants, catering to diverse needs. The base configuration with Celeron models is designed especially for students.

“I am very elated to state that we have developed SMAASH, our branded laptop and Mini PC. Our talented Palakkad Team has put in all-out efforts to make this feat possible. SMAASH brand is being received well and is helping us win tenders in cut-throat markets,” Rajesh Rai, Chairman and Managing Director of ITI Limited.

“It is indeed a challenging task to win tenders competing with MNCs who have global reach and deep pockets. We have to continuously innovate not only with technology but also with our business model and SMAASH delivers every time,” Rai added.

As per the exchange filing, all 'SMAASH' products have obtained essential certifications, including BIS (Bureau of Indian Standards), ROHS (Restriction of Hazardous Substances), BEE (Bureau of Energy Efficiency), CE (European Conformity), and FCC (Federal Communication Commission).

The government introduced a Production Linked Incentive (PLI) Scheme 2.0 for IT Hardware with a budget of Rs 17,000 crore, aiming to enhance and expand the IT hardware manufacturing ecosystem in the country. This scheme, which was notified on May 29, 2023, seeks to boost local production.

In early August, India announced its plans to impose restrictions on the import of laptops, tablets, all-in-one personal computers, ultra-small form factor computers, and servers (IT devices) starting from November 1. Importation of these devices will only be allowed with a valid licence.

The government has emphasised that India possesses sufficient manufacturing capacity for IT hardware devices. Furthermore, they have stated that the previously announced production-linked incentives for IT hardware manufacturing in India will contribute to reducing the prices of such hardware even further.

	Publication: Business Standard
	Date: 11.09.23
	Link: https://www.business-standard.com/companies/news/public-sector-company-iti-develops-its-own-branded-laptop-micro-pc-123091100542_1.html

Public sector company ITI develops its own branded laptop, micro PC

Public sector telecommunications company ITI Limited said on Monday that it has developed its own branded laptop and micro PC with international standards and launched them in the market



ITI said in a press release that the products have already been distributed in the market, and that the company has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo.

Press Trust of India | Bengaluru

2 min read Last Updated : Sep 11 2023 | 4:00 PM IST

Public sector telecommunications company ITI Limited said on Monday that it has developed its own branded laptop and micro PC with international standards and launched them in the market.


The products have been branded as 'SMAASH', said the Bengaluru-based central PSU, which functions under the Ministry of Communication. ITI said in a press release that the products have already been distributed in the market, and that the company has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo.

The two flagship products -- laptop and micro PC -- have been designed in association with Intel Corporation with which an MOU had been signed for design and manufacturing, it said. "ITI Limited's Micro PC -- a GREEN solution product -- does the computation like any other PC with very less carbon footprint and it considerably reduces e-waste," the statement said. "It consumes less power as compared to conventional PCs, is of small size, has no moving parts like a fan, and has a long life. In essence, SMAASH products save electricity, cost, and workspace," the ITI release said. More than 12,000 SMAASH PCs are successfully performing at various customer sites, it added. "One of the solutions that ITI Limited offers is SMAASH PCs with solar solutions. The SMAASH PCs are highly compatible with solar solutions since they take DC input," the release said. ITI said it has

recently won two tenders from Kerala Infrastructure and Technology for Education (KITE) and has supplied around 9,000 laptops to government schools in Kerala.

"The SMAASH brand is being received well and is helping us win tenders in cutthroat markets," ITI Limited's Chairman and Managing Director Rajesh Rai said. It is indeed a challenging task to win tenders competing with MNCs who have global reach and deep pockets.

(Only the headline and picture of this report may have been reworked by the Business Standard staff; the rest of the content is auto-generated from a syndicated feed.)

	Publication: The Print
	Date: 11.09.23
	Link: https://theprint.in/economy/state-owned-iti-ltd-develops-laptop-micro-personal-computer-called-smaash/1756532/

Economy

State-owned ITI Ltd develops laptop, micro personal computer called 'SMAASH'

ANI

11 September, 2023 02:14 pm IST

State-owned ITI Ltd develops laptop, micro personal computer called 'SMAASH'



ITI Ltd develops laptop and micro personal computer called 'SMAASH' (Image: ITI Limited)

New Delhi [India], September 11 (ANI): State-owned company under the Ministry of Communication, ITI Limited, on Monday announced it has developed a laptop and micro PC that can match "international quality and performance".

The products are being branded as 'SMAASH'. The products have already been deployed in the market, and the company has won many tenders competing against multi-national brands like Acer, HP, Dell and Lenovo, ITI informed stock exchanges in a filing.

"The two flagship products – Laptop and Micro PC have been designed in association with Intel Corporation with which an MoU has been signed for design and manufacturing," the exchange filing read.

It said more than twelve thousand 'SMAASH' personal computers have been deployed and are successfully performing at various customer sites. SMAASH personal computer comes in variants like i3, i5, i7 and so on.

ITI Limited has recently won two tenders from KITE – Kerala Infrastructure and Technology for Education, and has supplied around 9,000 laptops to the government schools in Kerala, it added.

One of the solutions that ITI Limited offers is the SMAASH with solar solutions. They are highly compatible with solar solutions since they take DC (direct current) input.

"I am very elated to state that we have developed SMAASH, our branded laptop and Mini PC. Our talented Palakkad Team has put in all-out efforts to make this feat possible. SMAASH brand is being received well and is helping us win tenders in cut-throat markets," Rajesh Rai, Chairman and Managing Director of ITI Limited.


"It is indeed a challenging task to win tenders competing with MNCs who have global reach and deep pockets. We have to continuously innovate not only with technology but also with our business model and SMAASH delivers every time," Rai added.

The government had announced a Production Linked Incentive (PLI) Scheme 2.0 for IT Hardware. It was notified on May 29, 2023, with a budgetary outlay of Rs 17,000 crore. The scheme is aimed at broadening and deepening the IT hardware manufacturing ecosystem in the country.

In early August, India announced it would put a restriction on imports of laptops, tablets, all-in-one personal computers, and ultra-small form factor computers and servers (IT devices) from November 1. Their imports would be then allowed against a valid licence.

The central government had maintained that the country has sufficient capacity for manufacturing IT hardware devices.

Also, the government maintained that it had already announced production-linked incentives for manufacturing IT hardware in India which will ultimately result in further lowering of the prices of such hardware. (ANI)

	Publication: Equity Bulls
	Date: 11.09.23
	Link: https://www.equitybulls.com/category.php?id=337766

Stock Report

ITI Limited Develops Branded Laptop & Micro PC 'SMAASH' with International Standards

Posted On : 2023-09-11 13:00:50(TIMEZONE : IST)



ITI Limited Develops Branded Laptop & Micro PC 'SMAASH' with International Standards

ITI Limited, a Central PSU under Ministry of Communication has developed its own branded Laptop and Micro PC in the market that match international quality and performance.

Branded as 'SMAASH', the products have already been deployed in the market, and ITI Limited has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo. The two flagship products - Laptop and Micro PC have been designed in association with Intel Corporation with which an MOU has been signed for design and manufacturing.

ITI Limited's Micro PC - a GREEN solution product does the computation like any other PC with very less Carbon Footprint and considerably reduces e-waste. It consumes less power as compared to conventional PCs, is of small size, has no moving parts like fan, and has a long life. In essence, SMAASH products save electricity, cost, and workspace.

More than twelve thousand SMAASH PCs have been deployed and are successfully performing at various customer sites. SMAASH PC comes in variants like i3, i5, i7 and so on. One of the solutions that ITI Limited offers is the SMAASH PCs with solar solutions. The SMAASH PCs are highly compatible with solar solutions since they take DC input.


SMAASH laptops have variants like i3, i5, i7 etc., and the base configuration with Celeron models is specially designed for students. ITI Limited has recently won two tenders from KITE- Kerala Infrastructure and Technology for Education, and has supplied around 9000 laptops to the government schools in Kerala.

The SMAASH products have acquired all the statutory certifications such as BIS - Bureau of Indian Standards, ROHS Restriction of Hazardous Substances, BEE - Bureau of Energy

Efficiency, CE -European Conformity, FCC-Federal Communication Commission, and so on. SMAASH laptops and PCs are designed and manufactured for consistent performance.

Speaking on this proud occasion, Mr. Rajesh Rai, Chairman and Managing Director of ITI Limited said- "I am very elated to state that we have developed SMAASH, our branded laptop and Mini PC. Our talented Palakkad Team has put in all-out efforts to make this feat possible. SMAASH brand is being received well and is helping us win tenders in cut throat markets. Mr. Rai also added - "It is indeed a challenging task to win tenders competing with MNCs who have global reach and deep pockets. We have to continuously innovate not only with technology but also with our business model and SMAASH delivers every time".

Shares of ITI Limited was last trading in BSE at Rs. 124.50 as compared to the previous close of Rs. 127.40. The total number of shares traded during the day was 105808 in over 1679 trades. The stock hit an intraday high of Rs. 130.00 and intraday low of 124.05. The net turnover during the day was Rs. 13329170.00.

	Publication: CXO Today
	Date: 11.09.23
	Link: https://www.cxotoday.com/press-release/iti-limited-develops-branded-laptop-micro-pc-smaash-with-international-standards/

ITI Limited Develops Branded Laptop & Micro PC 'SMAASH' with International Standards

CXOtoday News Desk 7 mins ago



ITI Limited, a Central PSU under Ministry of Communication has developed its own branded Laptop and Micro PC in the market that match international quality and performance.

Branded as 'SMAASH', the products have already been deployed in the market, and ITI Limited has won many tenders competing against MNC brands like Acer, HP, Dell and Lenovo. The two flagship products – Laptop and Micro PC have been designed in association with Intel Corporation with which an MOU has been signed for design and manufacturing.



ITI Limited's Micro PC – a GREEN solution product does the computation like any other PC with very less Carbon Footprint and considerably reduces e-waste. It consumes less power as compared to conventional PCs, is of small size, has no moving parts like fan, and has a long life. In essence, SMAASH products save electricity, cost, and workspace.

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	Publication: LiveMint.com
	Date: 11.09.23
	Link: https://www.livemint.com/market/stock-market-news/iti-share-price-hits-new-52-week-high-on-launch-of-its-own-laptop-micro-pc-in-partnership-with-intel-corp-11694416532395.html

ITI share price hits new 52-week high on launch of its own laptop, Micro PC in partnership with Intel Corp

1 min read 11 Sep 2023, 01:14 PM IST | Dhanya Nagasundaram

ITI share price surges over 17% on announcement of new laptop and micro PC brand 'SMAASH' in partnership with Intel.



ITI share price today opened at ₹125.70 apiece on BSE.

ITI share price surged over 17% to hit a 52-week high on Monday's trading session after the company announced about its own laptop and micro PC brand 'SMAASH' in partnership with Intel Corporation. ITI share price today opened at ₹125.70 apiece on BSE. ITI stock price gained nearly 1% in its early trade today. Following the news of its debut of two new products at noon, the stock price jumped by over 10% to 17%.

According to Rajesh Bhosale - Equity Technical and Derivative Analyst, Angel One, ITI stock has seen strong positive momentum up 15% with strong volumes. Overall this counters has been in a strong uptrend and expected to continue performance in near term. Immediate support is ₹135 and ₹165 is next possible target.


The company stated in its filing that 'SMAASH' matches international quality and performance and the products are already in use, and despite tough competition against MNC brands like Acer, HP, Dell, and Lenovo, the company has won many tenders.

The company also stated that it had a Memorandum of Understanding (MoU) with Intel Corporation, with whom it has jointly designed and manufactured its products.

All required certifications, including those from the BIS (Bureau of Indian Standards), ROHS (Restriction of Hazardous Substances), BEE (Bureau of Energy Efficiency), CE (European Conformity), FCC (Federal Communication Commission), and others, have been obtained by SMAASH products. SMAASH laptops and PCs are designed and manufactured for consistent performance, the company said.

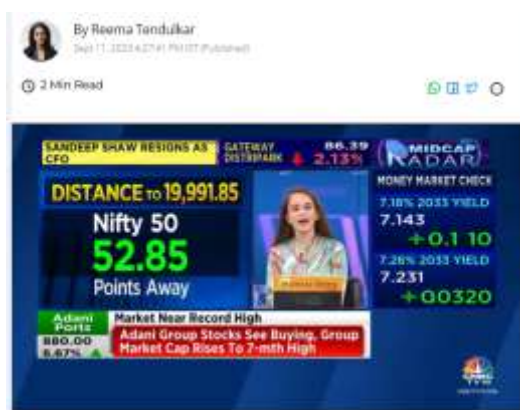
Rajesh Rai, Chairman and Managing Director of ITI Ltd said- "I am very elated to state that we have developed SMAASH, our branded laptop and Mini PC. Our talented Palakkad Team has put in all-out efforts to make this feat possible. SMAASH brand is being received well and is helping us win tenders in cut throat markets.

Rai also added - "It is indeed a challenging task to win tenders competing with MNCs who have global reach and deep pockets. We have to continuously innovate not only with technology but also with our business model and SMAASH delivers every time".

	Publication: CNBC TV18
	Date: 11.09.23
	Link: https://www.cnbctv18.com/market/stocks/iti-hits-new-highs-with-smaash-branded-laptops-and-micro-computers-in-partnership-with-intel-17775401.htm

ITI hits new highs with SMAASH branded laptops and micro computers in partnership with Intel

ITI's introduction of SMAASH branded laptops and microcomputers in partnership with Intel marks a pivotal moment for the company. As the company gains momentum in the computing industry, its stock continues to soar, making ITI a notable player in both the telecom and technology sectors.



Sept 11, 2023 4:27:41 PM IST (Published)

ITI, a renowned equipment maker primarily serving the telecom industry, has achieved fresh 52-week highs in the stock market following a significant announcement. The company is set to make its mark in the world of computing with the launch of its own branded laptops and microcomputers, in collaboration with technology giant Intel. This move represents a strategic shift for ITI, as it diversifies into a new product category, adding to its existing portfolio of telecom-related equipment.

The brand behind these innovative devices is 'SMAASH', and it signifies ITI's commitment to providing high-quality computing solutions to its customers. While ITI has historically been a contract manufacturer, producing equipment for other companies, the recent surge in demand for laptops, coupled with export restrictions, prompted the company to venture into manufacturing laptops under its own brand.



ITI's journey into the laptop and microcomputer space has been remarkable. The company revealed that it successfully secured numerous tenders, competing against multinational brands like Acer, HP, Dell, and Lenovo. These tenders showcased the company's ability to meet and even surpass the highest international standards in terms of product quality and performance.

One of the highlights of ITI's laptop venture is its partnership with Intel. The collaboration with Intel has been instrumental in the design and manufacturing processes, contributing to the development of cutting-edge devices.

ITI proudly announced that more than 12,000 SMAASH computers have been successfully deployed across various customer segments. These devices have demonstrated their reliability and performance, further establishing ITI as a serious contender in the computing industry. The successful deployment of these computers signifies the company's capability to deliver innovative solutions at different levels of the market.

The timing of ITI's entry into the laptop and microcomputer market is particularly significant. The global supply chain disruptions and export restrictions have created a demand for locally manufactured devices. ITI has seized this opportunity to become a new revenue generator in the technology sector, attracting the attention of investors and analysts alike.

On Social Media (Twitter)

<https://twitter.com/CNBCTV18Live/status/1701124148196683998>

ITI hits new Highs with SMAASH-branded laptops and microcomputers in partnership with Intel

cnbctv18.com

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5:38 PM - Sep 11, 2023 - 1,889 Views

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#IteIn | ITI develops own laptop and micro PC in partnership with Intel Corp

ITI
141.15 ▲ 16.70 [13.42%]
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141
134
124
09:15 12:00

12:12 PM - Sep 11, 2023 - 16.7K Views

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ITI hits new highs with SMAASH-branded laptops and microcomputers in partnership with intel

@Reematendulkar



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Aseem Manchanda @aseemmanchanda

ITI limited forays in Laptop, PC market: signs MoU with Intel. Details Here.

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RawaazMarket: कैपिटल, बाइनेस PC कार्टर में उठती ITI
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ITI ने सीमा डोंड के साथ प्रोडक्ट बाजार में चले

कंपनी ने सीमा डोंड के साथ प्रोडक्ट बाजार में चले

UBS BUY APOLLO-NOSP NOKIA 20% TARGET ₹6,050/5h

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<https://twitter.com/bqprime/status/1701137204704350301>

The screenshot shows a Twitter post from BQ Prime (@bqprime) at 1:04 PM on Sep 11, 2023, with 2,845 views. The post text reads: "#ITI shares jump over 17% to hit a three-year high after launching new laptops, micro-PC under the #Smaash brand. #BQStocks". Below the text is a line chart titled "ITI Shares Jump Over 17% To Hit A Three-Year High (Friday Close: Rs 124,450)". The chart shows a sharp increase in share price starting around 11 AM, reaching a peak of approximately 140,000 by 1 PM, and ending at 124,450. The left sidebar of the Twitter interface is visible, showing navigation options like Home, Explore, Notifications, Messages, Lists, Bookmarks, Communities, Verified, Profile, and More. The right sidebar shows "Relevant people" (BQ Prime), "Listen live in Spaces" (Ukraine the Latest), and "What's happening" (NFL - This morning).

<https://twitter.com/bqprime/status/1701146276610330950>

The screenshot shows a Twitter post from BQ Prime (@bqprime) at 1:40 PM on Sep 11, 2023, with 1,089 views. The post text reads: "#ITI shares rise to an over three-year high after it develops its own branded laptop and micro computer. #BQStocks". Below the text is an image of a black laptop with the "Smaash" logo on the lid. The caption below the image reads: "bqprime.com | ITI Shares Hit Three-Year High After New Laptops, Micro PC Launches Branded as 'Smaash', the products have already been deployed in the market." The left sidebar of the Twitter interface is visible, showing navigation options like Home, Explore, Notifications, Messages, Lists, Bookmarks, Communities, Verified, Profile, and More. The right sidebar shows "Listen live in Spaces" (Ukraine the Latest) and "What's happening" (NFL - This morning, DMKRestored1000Temples, #INDvPAK).

<https://twitter.com/equitybulls/status/1701137525954490708>

The image is a screenshot of a Twitter post. On the left is the Twitter navigation sidebar with icons for Home, Explore, Notifications, Messages, Lists, Bookmarks, Communities, Verified, Profile, and More. The main content area shows a tweet from EquityBulls.com (@equitybulls) with the text: "ITI Limited Develops Branded Laptop & Micro PC 'SMAASH' with International Standards". Below the text are two images: one showing three laptops (one open, two closed) with the SMAASH logo, and another showing a laptop with a sunset background. The tweet includes the hashtag #ITI_TechTweets and other tags. Below the images is a truncated text snippet: "equitybulls.com ITI Limited Develops Branded Laptop & Micro PC 'SMAASH' with internationa... ITI Limited, a Central PSU under Ministry of Communication has developed its own branded Laptop and Micro PC in the market that match international ...". At the bottom of the tweet, it says "1:06 PM · Sep 11, 2023 · 688 Views". On the right side, there is a search bar, a "Relevant people" section featuring EquityBulls.com (being followed) and ITI (@ITI_TechTweets), and a "Listen live in Spaces" section for "Ukraine the Latest: Ukraine's counter offensive makes & live in the US" by The Telegraph.

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