

September 11, 23

PRESS RELEASE

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

Palakkad/Bengaluru: 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”.

To know more about our **SMAASH** products, please visit:
https://www.itiltd.in/smaash_laptop.php



ITI Limited, country's premier telecom company and multi-unit central public sector undertaking, is a total solutions provider in telecommunications segment. The company has state-of-art manufacturing facilities in six locations (Bengaluru, Naini, Raebareli, Mankapur, Srinagar and Palakkad) along with an in-house R&D centre in Bengaluru and marketing, sales & projects (MSP) offices spread across the country.

The company offers complete range of telecom products covering the whole spectrum of switching, transmission, and access & subscriber premises equipment. Besides offering the latest telecom solutions and customized support to a variety of business, ITI Ltd has dedicated Network System Unit (NSU) for carrying out installation and commissioning of equipment and for undertaking turnkey projects. ITI Ltd is focused on manufacturing of diversified products in defense and railway sectors and the manufacturing of solar equipment, NGN products, GPON, LED lighting systems, optical products, along with other allied products like HDPE, OFC, , smart cards, encryptors for defense , Wi-Fi etc. The company is also consolidating more of its diversifications into defense, IOT, E-governance, IT projects and services sector to gain competitive edge. The company is also successfully running state-of-art Data Centre at Bengaluru unit and offering its services to government institutions/departments, banks etc. To know more, please visit www.itild.in