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Own your customers to make them loyal to you: Aakash tablet manufacturer

The next big opportunity in technology lies in innovating and servicing the lowest strata of the society with customised products for their needs. This was said by Datawind Ltd CEO, Suneet Tuli, the man who created the cost-effective Aakash tablet at an interaction organised jointly by the Confederation of Indian Industry (CII) and Consulate General of Canada, Chandigarh, here.

Envisioning about bridging the growing gap between number of mobile internet users and cell phone users, Tuli shared his thoughts on customer acquisition. He said one needs to own their customers to make them loyal. "For this, one needs to innovate and provide them the best of services and products, in advance, with features that they he might need or want in the future," he added.

Tuli has been involved in a number of successful business ventures over the past 20 years that have culminated into successful Initial Public Offerings (IPOs) on the NASDAQ stock market.

Last year, Datawind sold about 10 lakh tablets in India, he said.

Rajani Alexandera, consul, General of Canada, Chandigarh, said, "We should look at the best practices followed in both India and Canada, and take advantage of them. During this year, the Canadian Consulate General in Chandigarh will showcase the exceptional contribution of [Punjabi](#) immigrants in Canada."