

AVITALOGUE

Greetings Dear Readers

I am honored to present to you the first ever AVITA INDIA newsletter, and write a few words to start with. What an adventure we all had in last year. Together we built AVITA into a premium global lifestyle brand with prestigious presence in over 20 countries including India. Our products have been honored with incredible love from the people and the industry in the form of honors like the reputed CES design awards and Best Choice Awards which is a testament to our hard work and ingenuity. We have come a long way this year and there are a lot of people to thank for during this incredible journey.

Firstly, I would like to express my gratitude and congratulations to the whole AVITA team including our employees, our retail partners, our marketing partners and everyone else who have worked hard advertently to take our brand to such height in so little time.

Next, I would like to thank all our dear customers who have given us so much love and made us what we are. Especially the young populace around the world who have embosomed the versatility and dynamism of AVITA'S products. They have embraced our values of Liberty, Diversity and Individualism with an infinite zest and are spreading it like wildfire.

This newsletter is just a tiny part in the



Mr. Alex Chung, CEO, Nexstgo Company Ltd.

big picture of bringing the best products and service quality ever offered in the realm of electronics and IOT sector. In this new year, the year of the rat, we have already achieved many milestones, be it in terms of launching new products, or conquering new territories, or strengthening our already existing infrastructures. And, we will continue to do so for the rest of the year and many more after this.

So, let us dive in to see what we have

achieved, and what future holds for us in these few pages that our team in India has so lovingly compiled for you.

In the end, my friends, I must address the tough time the whole of humanity is going through right now. It is sad, it is infuriating and it is disappointing. But we must endure and we will survive. And, we will rise together from the ashes of this misfortune to build a stronger and better world. Together.

I wish you all success and good health.



“AVITA COSMOS was sold out on Amazon within 7 days of its launch.”

AVITA COSMOS, a mid-range laptop from AVITA was sold out within 7 days of launch on Amazon.in ranking no.3 on the bestselling laptop list.

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Meet the featured product of this quarter- AVITA ADMIROR.



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MARKETING ACHIEVEMENTS & MILESTONES

AVITA COSMOS sells out on Amazon within 7 days of its launch.



COSMOS a mid-range laptop from AVITA sold out within days of launch on Amazon.in ranking no. 3 in the bestselling laptop list.

New Delhi. January 2020 was overall a quite eventful month for AVITA. At the very onset of the new year we launched a few new products in the market. One of these products was AVITA COSMOS one of our medium range laptops which was launched exclusively on amazon in the last week of January. What happened next is nothing short of a mini miracle. COSMOS has caught on to people's imagination like wildfire, selling out the whole of its stock in under a week. The laptop marked its presence on Amazon's Best-seller laptop list for the whole week head to head with laptops from the big giants, reaching number 3 at its zenith. The reviews and response from the customers have been overwhelming.

The praises of this value for money laptop, which encompasses the best of AVITA's philosophy of Liberty, Diversity and individualism; has been sung numerous times over Amazon and various social media platforms by a huge number of people. AVITA cuts through the noise with ultra-slim and light-weight COSMOS an extension of the acclaimed LIBER series. Powered by 7th Gen Intel Core processor, the device enables you to accomplish the most complex tasks without breaking a sweat. With lightning fast SSD, everything happens at the blink of an eye. Now binge-watch all of your favorite shows on a dazzling Full HD IPS Bezel-Less Display that makes every moment spent on this laptop a

beautiful effortless experience to remember. Along with a seamless battery backup of up to 10 hours, COSMOS is the one you can rely on. A large trackpad with diamond cut beveling allows easy gesture controls. Powered by Windows 10 Home, it is handy, user friendly and secure inside-out. Apart from these magnificent features COSMOS's pricing makes it the best value for money medium range laptop in the market right now.

AVITA makes a splash with its incredible outdoor campaign in metro cities.

Multiple cities: AVITA launched a simultaneous month-long campaign in all metro cities of India coinciding with the launch of its two new laptops in India; its magnum opus- the award winning Admiror and the mid-range stunner Pura. In order to complement its ongoing digital and media campaigns AVITA ran a rigorous outdoor campaign in major metro cities (New Delhi, Chennai, Jaipur) which has the lion's share of AVITA'S retail presence including numerous exclusive brand stores. The campaign saw the use of huge banners depicting its various products and services being placed on Hoardings,

bus stands, metro stations and other focal points in these cities with high visibilities. As, intended the response of this campaign has been very fruitful to the company. AVITA in its one year of operation in India has made itself a force to be reckoned in the online segment of the electronic industry. This campaign has gone a long way in driving footsteps to the retail part of the brand as well. The successful outdoor campaign has played a huge role in the online and retail balance the brand has been aiming to achieve. And, we can see many such campaigns from the brand soon as they are aggressively trying to penetrate the tier 2 cities of India as well.

AVITA hits the mark on TV and Digital platforms with its TVC.

AVITA's TVC, showcasing AVITA's delightful range of designs and features, aired on top TV channels in September, 2019. The commercial was aimed to promote AVITA LIBER via Television and Digital platforms among young audience. The vibrancy and versatility of LIBER fits perfectly with the values of the modern youth and the rigors of their fast-paced lives.

In addition to airtime the video grabbed over 6 million eyeballs on Youtube and thousands of likes and comments across Facebook and Instagram. The commercial spearheaded a comprehensive marketing campaign which played a huge role in cementing AVITA's brand image as one of the premier makers of ultra-portable notebooks in the country.

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AWARDS & RECOGNITIONS

CES Innovation Award 2020

Awarded annually by Consumer Technology Association, AVITA Admiror won the award for innovation in Computer Hardware and Components category. The honor was bequeathed at CTA expo in Las Vegas in Jan 2020 where AVITA had put up its own exhibit and wowed audiences and critics alike with its latest magnum opus.

On the CES website the description reads: "Drawing inspiration from architecture, high fashion and colorful modern style, the Admiror boasts an aesthetic beauty the consumer laptop and tech community has not yet seen. Outward appearance aside, the Admiror comes packed with tech must-haves and state-of-the-art components. Giving power to the individual, the Admiror's superior and artistic design will draw admiration from others, while providing an outstanding user experience."



E-zone E-Brand Awards 2019

Awarded by Hong Kong economic daily group limited, the award for the best lifestyle notebook was granted to AVITA Admiror in a ceremony which saw the presence of the who's who of the technology industry. Apart from Admiror, Nexstgo PRIMUS won the award in best commercial and SMB notebook category.

Digital Brands Award 2019

AVITA Admiror won the award for 'The most outstanding laptop of the year' at the Digital Brand Awards 2019. The award was presented at a lavish ceremony in Hong Kong.



Best Choice Award Trophy

Best Choice Award 2019

Awarded by Computex Taipei, AVITA LIBER won the award in Jury's special category for design.

DT Awards 2019

Awarded by the Digital Terminal magazine, AVITA won the DT award in the category of Best Contemporary Design for Laptop Brand. The award was presented in a ceremony which took place in July 2019.



HKMOL Awards 2019

Awarded by CORPHUB Hong Kong, Nexstgo won the HKMOL award in the category of the most innovative laptop brand of the year. The award was presented in a ceremony held in June 2019. HKMOL awards are one of the foremost awards in Hong Kong for the recognition of eminent business leaders.



PC3 Platinum Brand Award 2019

Awarded by the Hong Kong Federation of E-commerce AVITA won the PC3 Platinum Brand Award in the consumer laptops category. Meanwhile, Nexstgo PRIMUS won the award for the Platinum Commercial laptop of the year award. One of the most prestigious awards in the Hong Kong IT industry it was presented in a ceremony held on June 20, 2019.



Mr. Alex Chung with the 19th Capital Outstanding Enterprise Awards

The 19th Capital Outstanding Enterprise Awards

Nexstgo won The 19th Capital Outstanding Enterprise Awards in the category of 'Outstanding Innovation and Technology Enterprise Award'.

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SPECIAL FEATURE

Meet the featured product of this quarter- AVITA ADMIROR.

2020 CES
Innovation
Awards Honoree



The multiple award winning Admiror has wowed customers, critics and reviewers all over the world. Here is everything you must know about this eclectically exquisite device.

ADMIROR which already has a CES innovation award in its kitty is the piece de resistance in the AVITA's catalog of products which blend sensational looks with Incredible performance. Only 9 mm at its thinnest point, it surely is a handy gadget.

The hinge owes its design to the legendary

flying buttresses of the gothic architecture providing solidity and sensuality to the overall design.

Available in 5 different colors, the laptop is a hallmark for individual expression.

Equipped with an FHD IPS Display which pushes the limits and maximizes the screen area by garnering a wider view by virtue of 7mm narrow bezel, a supersensory touchpad, island

style backlit keyboard, and a pair of powerful speakers, this machine brings you a user experience filled with unbridled delight.

The laptop is a veritable fortress for your important files as it incorporates fingerprint reading powered by Windows Hello to provide a convenient login process as well as personalized security.



- Full HD IPS Border-Less Display
- Up To 10 Hours* of Battery Life
- Island Style Backlit Keyboard
- All Aluminium Body
- Large Trackpad with Multi Touch Control
- Fingerprint Reader[#]
- Design Inspired by Gothic Architecture
- Ultra Thin & Light
- 4 Passive Boosters & 2 Full Range Speakers
- Multiport Adaptor



GOTHIC DESIGN



Processor	8th Gen. Intel® Core™ i5-8265U/ 8th Gen. Intel® Core™ i7-8565U
Operating System	Windows 10 Home
Memory/Storage	8GB DDR4, 256GB SSD SATA M.2/ 8GB DDR4, 512GB SSD SATA M.2
Graphics	Intel® UHD Graphics 620
Weight	1.32 kgs
Battery	Up To 10 Hours*, 38.5Wh
Screen Type/Size	FHD IPS (1920 x 1080), 14"
Connectivity	USB 3.0 Type-C x 2 Webcam 720p HD Bluetooth v4.2 Wireless IEEE 802.11 b/g/n/ac (USB-C to USB HDMI 3.5mm**)

*Under Test Conditions | #Powered by Windows Hello | **Available with Multiport Adaptor

EVENTS & PROMOTIONS



Nehru Place brand Store on launch day

AVITA launches Nehru Place Brand Store with pomp and show.

US tech giant unveils exclusive store in Asia's Biggest Computer Market. Fever 104.5 FM sets up shop to cover the event led by RJ ADDY.

Nehru Place, New Delhi. Feb 20th 2020: A bright beautiful day dawned over the capital city of New Delhi. The kind of the day which threatened to even break the grim gray visage of famed computer market in Nehru Place into cheer. In the Asia's biggest computer market, it was business as usual, the din of the vendors, customers and crowds of young and old alike thronging the various eateries, pubs and offices creating a mad

Setting up shop nearby was the team from FEVER 104.5 FM led by inimitable RJ ADDY. They had brought their studio out in the field for the day to capture the launch of the brand store and relay it to the thousands of loyal customers who have made the brand a force to reckon with in just a year's time.

The colors and patterns of our seasoned flag bearer LIBER wowed our audiences as much as the US military specs of Nexstgo PRIMUS Business laptop series.

See the excerpts from RJ Addy's exclusive interview with Ms. Seema Bhatnagar, Regional Business Director (South Asia) Nexstgo Company Limited (on page no. 7).

cacophony even on a Thursday Morning. But, one particular corner of this market was more alive than any other part. Decked in purple and white streamers and vibrant colors, making up a visual more distinct than any in the market, the AVITA exclusive brand store stood ready for inauguration. A crowd had already gathered including AVITA's best and brightest, guests, dignitaries, and a substantial number of curious onlookers.

AVITA sets National Capital abuzz with three exclusive brand store launches within 20 days.

A sneak peek from brand store launches in Shakarpur, Wazirpur and Nehru Place.

New Delhi: AVITA has launched three exclusive brand stores in New Delhi within the span of a meagre 20 days keeping up with its promise of bringing state of the art points of sales to its customers within their arm's length. The first one of these stores was inaugurated on 31st Jan in Wazirpur, another one in Shakarpur on 12th February and latest one in Nehru Place on 20th February in the Asia's biggest computer market.

These new stores showcase the complete range of AVITA Laptops, Smart Devices, Accessories, and Nexstgo Laptops. The stores are an immersive experience for customers to explore, make purchases and experience the comprehensive range of sleek, modern devices from AVITA and Nexstgo; devices especially customized for a wide range of target audiences.



Shakarpur Brand Store on launch day

We bring you a sneak peek from the fun filled and colorful events which accompanied these launches as befitting the spirit of AVITA.

AVITA'S other exclusive brand stores are situated at:- Velachery (Chennai), Malviya Nagar (Jaipur), Ambala Cantt. (Haryana), Pitampura & Janakpuri (New Delhi).

AVITA Admiror bags a CES award at annual Consumer Technology Association Convention in Las Vegas.

The latest offering from AVITA, the Admiror laptop wowed audiences at CES awards exhibit in January and won an innovation award.

Las Vegas, Nevada: Admiror, our latest offering in the high-end laptop category is a brilliant continuation in stylized and individualistic tech products which we are known for. It is a perfect amalgamation of performance and looks in equal measure which was evident from the attention it garnered at CES innovation award 2020 from industry insiders and critics alike and bagging an innovation award in the process. The exhibit ran from January 6th-9th culminating in the prestigious Award ceremony. The category Admiror had the honor of winning was in Computer hardware and components, which is not at all surprising when one takes a closer look at this magnificent gadget. A direct quote from CES website says, "The ultra-slim and lightweight Admiror is the latest laptop/notebook entry from the fashion-minded AVITA brand. Drawing inspiration from architecture, high fashion and colorful modern style, the Admiror boasts an aesthetic beauty the consumer laptop and tech community has not yet seen. Outward appearance aside, the Admiror comes packed with tech must-haves and state-of-the-art components. Giving



AVITA'S Exhibit at CES, Las Vegas

power to the individual, the Admiror's superior and artistic design will draw admiration from others, while providing an outstanding user experience. Well, we could not have agreed more

with the description. Admiror is already available in India on Amazon as well as AVITA'S exclusive brand stores wowing consumers and making an indelible name for itself.

Nexstgo bowls over patrons at IITF with its vibrant display.

The stall saw high footfalls from people of every age group, CEO Alex Chung made an appearance.

Pragati Maidan, New Delhi: NEXSTGO has showcased its wares to all and sundry in a vibrant exhibit at India International Trade Fair, Pragati Maidan, New Delhi from November 14-27, 2019. The exhibit at stall no. 3E in hall 10 in Pragati Maidan showed off all of their consumer laptops under AVITA brand name and commercial laptops under NEXSTGO brand name as well as their IOT products. On the second day of the open public viewing, Mr. Alex Chung,

the CEO of the NEXSTGO showed up to interact with the general public. He talked about his encompassing vision for the future of the company and the various new things, they are going to introduce in order to provide impetus towards complete customer satisfaction. Mr. CHUNG also talked about the imminent arrival of AVITA ADMIROR to Indian shores, AVITA'S award winning notebook. The brand also ran an exclusive offer for visitors at the exhibit



AVITA'S stall at IITF, Pragati Maidan

where they got an AVITA Modus smart scale for a special offer price with every laptop purchase.

AVITA marks its indelible presence at City IT Fair.

Dhaka, Bangladesh: AVITA marked its presence at the City IT fair, from 2nd to 7th March 2020 at City IDB mall in Dhaka. A press conference was organized by AVITA on the 29th of February to intimate the consumers and visitors about the various customer engagement activities attended by all the major newspapers and Tv channels

were present in the conference through their representatives and it helped create an exciting buzz beforehand for the brand exhibit. A team of well-trained promoters from AVITA to man its exhibit during the fair and provide assistance to the visitors. During this fair, our products were formally launched in the retail stores at the IT mall placing them

at the apex of the large footfalls of customers who visit these malls regularly. The products from AVITA garnered a lot of attention and adulation from visitors as well as critics and the press. All in all, the consumers grabbed this opportunity to experience AVITA'S products and interact with the team, making this event a great success.

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MEDIA COVERAGE

Ms. Seema Bhatnagar, Regional Business Director (South Asia) Nexstgo Company Limited talks to RJ Addy from Fever 104 FM about the brand and its future.

Nehru Place, New Delhi: In her interaction with Radio fever 104 FM's irrepressible RJ Addy, Ms. Bhatnagar stressed on how important it was to keep adding new products in our kitty to offer our dear customers the best in technology at par with the biggest brands in business. She also pointed how AVITA's R&D has been innovating on our older product lines, adding to the value at all times and offering something for everyone. She also talked about the new products in the pipeline from IOT to

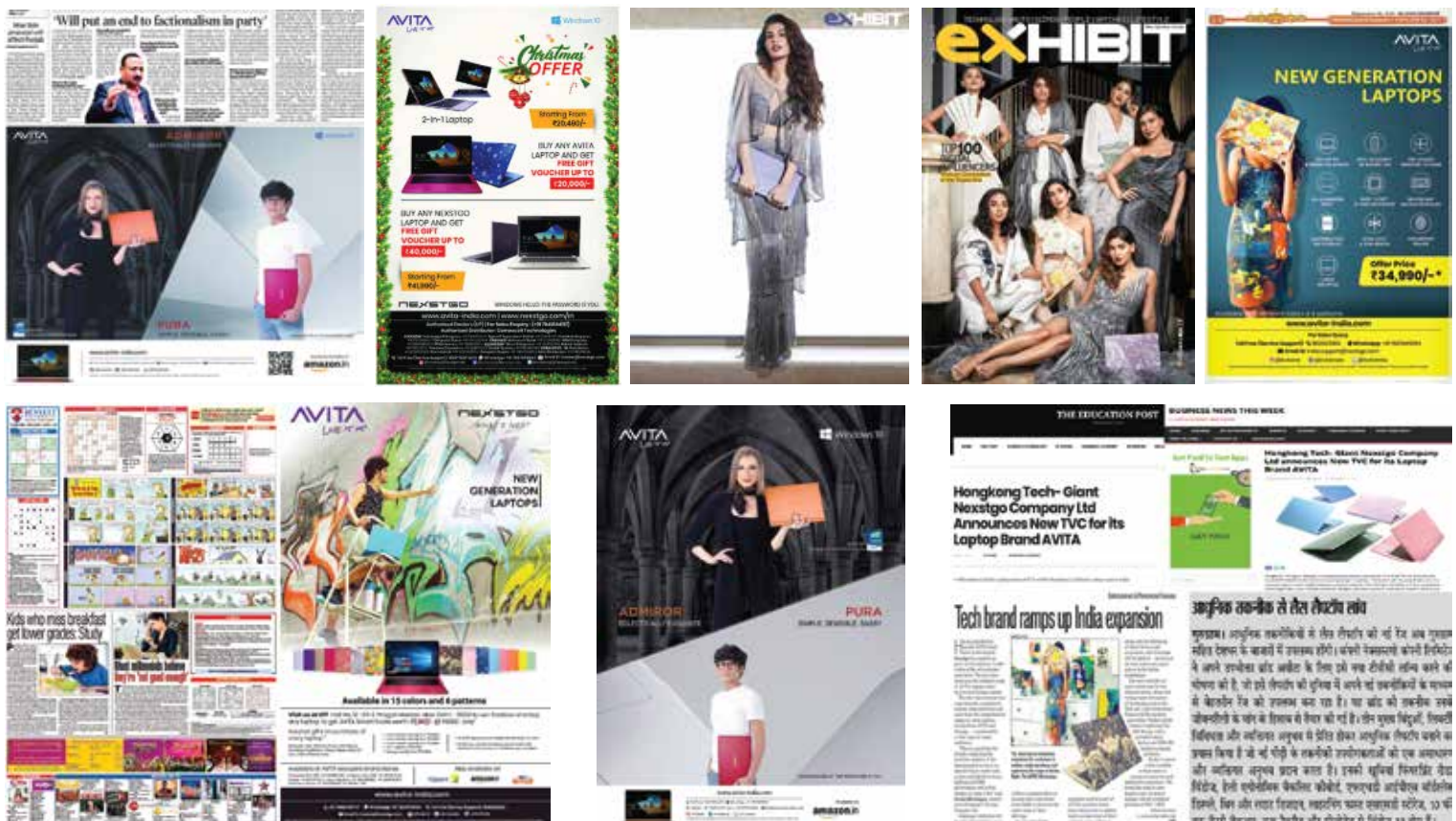


Fever 104 FM stall at Nehru Place Brand Store launch

Tablets to home & portable audio. When asked about the company's future expansion plans, Ms. Bhatnagar said, "We have been keen on aggressive expansion since day 1 and our efforts have begun to already garner great results. We have been opening brand stores at break neck speed, launching new products, updating the old ones. This strategy of 360° development has worked for us and we intend to take it up to a whole new level."

A glance at AVITA'S news worthy moments.

AVITA was featured numerous times by prestigious media publications for its exploits during the first quarter of this year. Here is a sneak peek at some of them:



Left to Right- AVITA's features in Times of India, Exhibit Magazine, Communication & Computer Magazine, The Education Post, Business News This Week, Hindustan Times City.

CUSTOMER REVIEWS

A sneak peek at our top customer reviews from social media and e-commerce portals.

★★★★★ **Fabulous, after 6 months of use**

Reviewed in India on 11 September 2019

Verified Purchase

Initially I had given four star,
Now raising it to five star after three months use.
I head a sw consultancy firm
We have laptops of all major brands.
I am using laptops since 2000.
There are many low priced laptops,
but most are trouble some.
I Find this laptop value for money,
Good one

Review dated 1sept 2019

Performance is as expected.

Looks sturdy.

Reason I have given four star and not five,
Is because I have used it only for a month.

Till date flawless.

Now I am updating my review after six months of continuous heavy use.
Works fabulous.

Full Mark's.

★★★★★ **Nexstgo Laptop**

Reviewed in India on 10 January 2019

I'm using this Nexstgo laptop, which is very light weighted and easy to carry for your everyday use. I personally suggest to buy and experience this one.

★★★★★ **better than perfect for programming and development**

Reviewed in India on 14 February 2019

I'm using this Nexstgo laptop for programming, coding and development. Its configuration is totally fit for my purpose. high speed processing ddr4 ram is main key feature which i like most... :)

Reviewed in India on 6 March 2020

Colour: Metallic Black | Verified Purchase

1. This laptop is excellent and its performance is very fast. The boot up time is very low. The visual feedback from the FHD screen is very good and does not strain your eyes. The sound quality is pretty good as well. The thing I like most about this laptop is its brilliant gothic inspired design and its thin and light body which allows me to carry it freely with me everywhere. A must buy.

2. I totally dig Avita Admiror's design with its build to its extra-large trackpad to its border less display. The battery backup is good and the laptop does not heat up much.

The display is amazing and the configuration is great when compared to the price it is available for. The multiport adaptor is a very good idea for the company as it slashes the thickness of laptop and makes it very portable.

The SSD allows fast boot up and great performance. I wish they had an option for extended HDD as well.

★★★★★ **Amazing Laptop with amazing price**

Reviewed in India on 6 March 2020

Colour: Metallic Black | Verified Purchase

Intel Core i3 Pura comes with 4GB of Internal RAM & 256GB of SSD so really fulfill the requirement of today's generation. As every thing is on cloud. Battery Backup is also good and light weight of the laptop gives an extra advantage. So over all it is a value for money.



Sapna Rathor @sapnaarathor · Feb 26

Replying to @AvitaIndia

@AvitaIndia Laptop is ultra slim and lightweight which is best suitable for new lifestyle and easy to carry best thing about Avita laptop is it comes with vibrant colour and pattern.
#AVITA #liveitup #laptoplifestyle #laptopmurah #tweetandwin #avita



Aditya Combe This finger print sensor is soo fast i cant remember my password

Like · Reply · Message · 14w



Voice of SB @sb_voice · Mar 20

Replying to @AvitaIndia

I want to ask @AvitaIndia to bring colourful TWS(True wireless stereo) earbuds with noise cancellation. And I love @AvitaIndia because it gives us various options which are very suitable for Gen Z(new generation) customer.
#liveitup



Raghav @Raghav_Aggarwal · Feb 28

Replying to @AvitaIndia

Aesthetic Design and no compromise on performance is the reason I love @AvitaIndia products.
I can relate to it as a software dev, how much importance is performance of PC for us.

This is good quality product and no any slowness issue observed in last 25 days.

Laptop booting speed is good..Value for Money



Amanupadhyay @amanupadhyay · Feb 26

Replying to @AvitaIndia

Best feature of @AvitaIndia laptop this laptop comes with 1.49 kg of weight and 14 inch device which is easy to carry is best deal for student.

★★★★★ **Good laptop**

Reviewed in India on 8 January 2019

This laptop is great for battery life and is very light weight. The laptop is stylish and elegant too. Can be used for home and office

Laptop is excellent and its performance is very fast. Windows get start in 30-40 seconds. Because of the IPS display screen looks amazing you can view from any angel of the screen. Sound quality is also good. The best part is laptop weight which is just 1.4 kg which is easy to carry, so must buy for everyone.



Deepak D @Rebel_diaries_1 · Mar 8

Replying to @AvitaIndia

My Fav Avira Product is "AVITA LIBER NS13A1IN015P LAPTOP" coz of it's Elegant, thin & design,Backlit keyboard, Large trackpad, full HD IPS, Borderless display, Super speed SSD
So totally 'STUNNING OUTSIDE, SAVAGE INSIDE'



yash parashar @Join2Yash · May 29, 2019

Hello #TechLovers

The brand who provide best spec's at best price, i think is the best. But not with me. The began from 5Feb219, the day when i received my laptop from @AvitaIndia I prefer this to buy, just because i think no other is providing these spec's at this price.



#BeingRealman #WorkforDoctors @abhilashp28645 · Apr 5

Replying to @AvitaIndia

2-in-1 detachable MAGUS is such an awesome device. Trully amazing design with one of the best technology makes it awesome.

#AVITA #liveitup #laptoplifestyle #laptopmurah #contest #contestalert #tweetandwin #winprizes #AvitaIndia



Neha Jain @Nutsnickneha · Feb 26

Replying to @AvitaIndia

#Avita #liveitup

I have completely fallen in love with the lively colors and mesmerizing shades which makes it perfect for college going students like me. ❤️

CUSTOMER ENGAGEMENT ACTIVITIES

AVITA successfully launches its Campus Ambassador Program among college students all over India.

45 colleges, 100 members, and 2 hugely successful events later CAP continue to grow and fester as a movement.



FORTHCOMING PRODUCTS

From its very inception AVITA has been keen on providing versatile electronic solutions. After already coming up with two incredible laptops during 2020, AVITA's R&D team has turned its attention towards home electronics and IOT. Taking the same approach of 'doing what the giants can't' we are striving towards creating products which are next generation, highly performing as well as incredibly designed. We want to create consumers with products which wow with their performance as well as their looks.



LIFESTYLE LAPTOPS
Ultra-thin and Light

Some of the products we have been working on are the AVITA tablet. We want to create a sleek, modern and utilitarian device for the new generation of tech users. We also have a notebook with detachable Folio keyboard coming up for the same target audience. Keeping in mind the increase in amount of usage people put their devices through we are coming up with a C-type power hub and a 20000 mAH power bank to take care of all your emergency charging needs. We have already dazzled with our incredible sound technology present in our laptops. We are bringing the same expertise to home entertainment, portable speakers, and wireless earphones.



SPEAKERS
Portable Bluetooth Speakers



POWER BANK
20000mAh



EARPHONES
Truly-Wireless Bluetooth Earphones

We intend to keep bringing you amazing products with our signature design sense and the legacy of excellence we have put forward until now.



HOME ENTERTAINMENT
Bluetooth Soundbars



NOTEBOOK
Detachable | Folio keyboard



MAGUS LITE
2-in-1 Laptop



POWER HUBS
60w Hubs, Type-C & USB

NEW TERRITORIES

AVITA begins its journey in Bangladesh with aplomb.

AVITA sets out to conquer the technology market in Bangladesh after incredible success in various countries.

Dhaka, Bangladesh: In last few years the small nation of Bangladesh has garnered some big achievements under its belt and is finally leaving the shadow of its

large illustrious neighbors to come into its own. Its manufacturing success story and its ranking as the fastest developing nation economically in Asia in 2019,

trumping the likes of India and China has propelled it into the imagination of every business in the world.

The inauguration ceremony and various other customer engagement activities including AVITA's placement across 32 multi-brand outlets, launch in two biggest IT malls in Dhaka, and participation in the biggest IT fair in Bangladesh, were organized from 13th to 15th February. Dignitaries and executives from AVITA's team from all over the world attended these ceremonies. The event was covered by the biggest media houses in Bangladesh. This launch has provided an early impetus to AVITA'S ambition to become a major player in the Bangladesh IT market by the end of 2020.



AVITA Bangladesh launch ceremony



VAIO returns to Middle Eastern in partnership with Nexstgo.

The brand marks its return with its premier line VAIO® laptops with Nexstgo.

Dubai, UAE: VAIO Corporation is back in the GCC with the launch of its new range of laptops with Nexstgo Company Limited. This license agreement between Hong Kong-based Nexstgo and Japan-based VAIO Corporation includes manufacturing, sales, and marketing as well as servicing of VAIO laptops under the VAIO trademark in Hong Kong, Macau, Malaysia, Singapore, Taiwan markets and now in the Middle Eastern.

The laptops will be soon available across the Flagship Showrooms and other leading electronics stores across the UAE.

Commenting on the comeback, Mr. Alex Chung, CEO, Nexstgo Company Limited, said, "We are excited to bring VAIO back in the GCC. VAIO has always been a market

leader for its stylish and durable range of laptops. With the launch, we aim to expand our distribution network in the Middle Eastern region and clock phenomenal growth by the end of 2019. We are honored to be VAIO's key partner in the Middle Eastern region, where we will participate in sales and marketing, and work together with VAIO to rebuild its brand position in the Middle Eastern region."



Vaio re-launch ceremony

PARTNER INTERVIEW

AVITA team interviewed the proprietor of their first-ever Exclusive Brand Store Mr. Mukesh Khattar about his partnership with the brand. Here are a few excerpts from his interview:



What do you see in the future of this partnership with AVITA?

Our future partnership with Avita can only really grow stronger as the customers have been giving good feedback about the products, and moreover, the company is focusing on expansion in its product lines and with aggressive marketing strategies. They have been regularly conducting events in almost all the colleges of Delhi and NCR just to showcase their products to young crowds, they have been launching some students scheme also, so, I am sure the next 2 to 3 years totally belong to Avita and we intend to benefit from it.



Mr. Mukesh Khattar, proprietor, Pitampura brand store.

How has been your experience working with AVITA so far?

Well, working with AVITA has so far has been a great experience. The company has been working really hard to build AVITA as a brand. They have been expanding all over India. Earlier in 2019, they started with only 4 exclusive stores in India, but now in 2020 they already have 8 Stores and are planning to open many more. They now have a full team of sales and service dedicated to taking care of the retail partner's needs. The company has been introducing beneficial schemes for their partners as well as for end customer's time to time, something which is greatly appreciated.

Of AVITA's products, which one has been the customer's favorite?

It is very difficult to ascertain which of the products is customer's favorite as all of AVITA'S products are very attractive and in demand, but out of all, the models having Core I5-8th Generation processors are the ones which have been most in demand. So, with a total sales point of view, I can say that Core I5-8th Gen processor equipped models are favorite among the customers.



DID YOU KNOW?

AVITA's smart IOT devices are innovative gadgets which integrate technology and real time environs to provide unique lifestyle solutions. IMAGO the smart mirror has easy installable design which makes it the perfect interactive device as well as a lifestyle accessory for your home and office. Now, watch videos, surf the internet, keep track of your social media websites, and much more on this device supported by Android which connects seamlessly to Wi-Fi and other devices via Bluetooth. MAGUS the smart scale is one stop fitness monitor for your whole family. With its interactive LCD screen and its ability to connect with devices via a dedicated app, MAGUS allows you to make individual fitness tracking profiles for your whole family with a plethora of health-related data.

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