

## **iriver Enters India**

### **Ties Up with Salora International Ltd to Set up National Distribution**

#### **New Delhi, India**

iriver, the globally recognized brand of portable digital, audio - visual devices , from ReignCom Korea, is now in India.

After establishing dominant market share in Korea and successfully entering the US and the European markets, ReignCom now focuses on new and emerging markets such as India, SAARC, Middle East & GCC and Africa.

At a press conference this afternoon it announced their business foray into India along with an exclusive distribution and service tie up with Salora International Ltd, one of India's leading technology and entertainment oriented companies.

It plans to launch stores across India as well as make the brand available through strategic placement and relationships with over 400 Tier 1, and 10,000 Tier 2, retail outlets.

Salora with experience in consumer durable, telecom and IT, and its extensive network and distribution reach in 20 state locations in India, along with iriver, will launch in Bangalore and Delhi during July 05

[www.iriverindia.com](http://www.iriverindia.com), the dedicated portal for all frequently asked questions, updates, downloads , and online offerings for India, was also launched at the press meet. The portal has been created and managed by edynamic.

The next phase starting August will see iriver moving into major cities in the country like Mumbai, Pune, Chennai and other potential markets.

"Within 12 months iriver will have a national presence" said **Gopal Jiwrajka, MD Salora International.**

According to **Mr. Henry Kim, Vice President of Reigncom,** " IDC projects that by 2007 the revenue from digital MP3 devices will exceed US \$ 44 billion, which is a growth rate of 20 % annually. India will be a major contributor in this"

"Anticipating the growth and the spend boom in India it is expected that the digital devices Market could cross 1 billion by 2009. There are four important reasons that justify this positive outlook: The rapidly improving broadband penetration bandwidth and speed. Proliferation in the PC population. Great store house of Music, India is one largest producers of new music each year, with great variety of languages and genres. More than 55% of the population is under the age of 35, and a vast majority are music lovers." added **Mr. Kapil Dutta, Business Manager, iriver India**

"In recent years, we have experienced tremendous growth in portable digital devices, and the tie up with Reigncom to bring such world class products to India, matches perfectly with Salora's corporate strategy to grow rapidly in this sector", said **Mr. Gopal Jiwrajka, M D Salora International.**

iriver product range spans Portable digital audio-visual and storage devices such as flash memory, HDD and , Portable Video with entertainment features such as ability to play movies & games , Digital Convergence (expanding their application from audio MP3 players to include personal video players),Multimedia Content (provide diverse audio and related multimedia contents such as music videos and behind-the-scene-footages).

**Creatigies**, the Delhi based communications agency, with its experience of working with brands suchs as ING Vysya, Reebok, RayBan, Teacher's, Hindustan Times etc, has been chosen as the marketing communications and public relations partner for the launch of iriver in India.

"river is an exciting launch to be a part of. The new age consumer is far more demanding, and keeping pace with not just his technological requirements but lifestyle would be the real challenge. We are happy to be chosen from the variety of agencies who pitched for the business." said **Navroze D Dhondy, CEO, Creatigies.**

### **Products being launched in India:**

The products being launched by **Reigncom** in India include a wide range that begin at Rs. 4999 and appeal to a cross section of people. These products include the highly successful recently launched H 10, which has taken the world by storm, after being unveiled by no other than Bill Gates.

The products have a combination of some unique features that make them very attractive to the young ,techno-savvy, demanding target group that it caters to.

### **The special features of the range include:**

- FM Radio
- Easy handling
- Detachable battery - a first in this category
- Vibrant colours
- Storage for photographs
- USB based Ultra Fast transfer
- Miniature designs: Allow funky usage as Necklace Pendant or Arm band
- Long life battery performance that could allow from 12 - 30 hours of music
- Colour screens
- Universal downloads
- Stylish shape and contours,
- Direct Recording
- Allows text and document storage
- Real Time clock and Alarm

The 18 models being launched now, with more models in the next few months:

- H -10 : with 3 options
- N - 10 with 2 options
- N - 11 with 2 options
- T - 10, with 3 options
- T - 20, with 2 options
- T - 30 with 3 options
- IFP - 700 with 3 options:

### **About iriver**

**iriver** was established in 1999 by **Reigncom** Ltd., Korea, to become a force in the digital entertainment industry by offering products that are cutting-edge while being customer friendly and focusing on 'unique - styling'. iriver released the world's first multi-codec MP3 CD Player in 2000 and has grown into an internationally renowned brand in the portable digital device markets attaining the 2nd largest market share globally.

### **About Salora International Ltd.**

Salora International Limited (Reuters: SALI.BO), is the flagship company of Rs 1200 crores Jiwarajka Group. The Company was formed in the year 1968. The company turnover for the year 2004-05 was 512 crores.

The Company has three divisions:

**1. Infocom Division:** This division handles marketing and distribution of Telecom and IT products namely ;

- a) Sony Ericsson Mobile phones
- b) Acer Computers
- c) Xerox Office equipments
- d) Panasonic Printers
- e) Samsung Peripherals

**2. Components :** This Division manufacturers three critical components for the television industry :

- a) Fly back Transformers
- b) Deflection Yokes
- c) Loudspeakers

**3. Consumer Electronics Division:** This Division manufacturers and markets Salora Brand Colour, B/W Televisions, VCD's, DVD's and Home Theater Systems. These are made in its factories at Delhi and Noida.



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