



Samsung Mobile India Organized TECH OPEN in Bangalore Bangalore, Karnataka, India

When technology meets technology, it creates the **TECH OPEN**. Samsung Mobile celebrated its launch of its latest business phone the SGH – i780 with the tech-savvy golfing fraternity of Bangalore.

The **TECH OPEN** was created to bring together golf aficionados from the IT world, and invite non-IT golfers in a clash of the Titans.

Sunil Dutt, Country Head ,Samsung Telecommunications India, who also played the tournament, was delighted with the opportunity to launch the Samsung business phone, the i780 at this event. " The i780 is a delight for business users and our tech savvy consumers on account of its business applications , ease of use and stunning form factor. The Tech Open has given us a strong launch platform for the i780 given the profile of participants at this tournament ."

The tournament attracted top-notch golfers from the technology world, and the course had IT professionals from Cognizant, Wipro, IBM, Network Solutions, Mistral, Fidelity etc.

The **TECH OPEN**, conceptualized and marketed by Creatigies Communications, was implemented and managed by Tiger Sports. Innovative and " fun" aspects like adding handicaps and strokes by incorporating aspects of cricket and hockey with golf, all made the event more exciting a great success.

Brandon D'Souza, MD Tiger Sports was the Tournament Director, and managed the event with his regular flair. "I am happy that Tiger Sports is managing The TECH Open and when this concept was shared by Creatigies, we believed that this could be the beginning of something that has an 'annual' event value"

"Having an idea might be the easy bit , but having a brand like Samsung Mobile back it and support it makes the real difference" said **Navroze Dhondy, CEO, Creatigies Communications**. "Creatigies has always been keen to get the top-notch IT head honchos to get together for a day of Golf, and what better than dedicate a tourney and call it the Tech Open. To have Samsung Mobile get their latest and most technologically advanced i780 get a private viewing at such a gathering is of course the icing on the cake"

Hyundai Sonata, the luxury car was parked at the 18th , waiting for someone to come along and win it with a hole – in – one. Some of the golfers got pretty close to driving away with the Sonata, perched happily on the green.

Kingfisher Lager, Kingfisher Bohemia Wines, and Ballantines made sure that all the golfers ended their day in high spirits.

With "booze –n- brains" being conducted by Mark Rego, the audience were engrossed and enthralled, some getting such high scores in the " fun-quiz" that another round of prizes for the winners was dished out by Sirxion.

The TECH Open golfers were attired in smart blue and white golf tees especially created for the event by Greg Norman.

The winners went back with prizes and trophies. The list is given below:



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| <p>Winning Team (Team of 3)</p> <ol style="list-style-type: none"> 1. David Wicks, MD CEO Networks Solutions 2. Andy Stafford, 3. Raghu Varma, MD Shade Group of Companies. | <p>Runner Up Team (Team of 3)</p> <ol style="list-style-type: none"> 1. CS Srinivasan, CS Consultants 2. Teertha Prasad, TK Developers 3. Chetan Meda, Director, Eagleton Golf Resort. |
| <p>CAT : Handicap 21 & Above</p> <p>Winner: Ashok Kumar, MD Eagleton Golf Resort Samsung I 780 Phone + Trophy</p> <p>Runner Up : Murali</p> <p>CAT : Handicap 17 – 21</p> <p>Winner : Ram Nivas Boob, Boob Casting Samsung I 780 Phone + Trophy</p> <p>Runner Up : Shane O'Neill, VP Fidelity</p> | <p>CAT: Handicap 0 – 16</p> <p>Winner : Sujith Somasundar, Wipro, Former Indian Team Cricket player Samsung Phone + Trophy</p> <p>Runner Up : Raj Krishna, Sai Lakshmi Constructions.</p> <p>Overall Runner Up</p> <p>Winner: Anees Ahmad , CEO Mistral Software Rescue Club + Trophy</p> <p>Overall Winner:</p> <p>Winner: Nanda Kishore , Wipro Samsung I 780 Phone + Troph</p> |