



TVS Electronics firms up its presence in Retail POS

- *Rolls out “Sanskriti” the nationwide campaign to promote POS Solutions*
- *Strategic Tie-up with Application Software Development Partners (ASDPs) to provide an entire gamut of retail POS solutions for a wide array of retail sectors such as pharma, textiles, restaurants, grocery stores etc*

Chennai, June 2009: TVS Electronics, the IT hardware & peripherals manufacturer, well known in the market for the flagship Dot Matrix Printers is all set to establish itself as a seasoned player in the Retail POS category by rolling out a nation wide campaign *Sanskriti*. It has also signed up with *Application Software Development Partners* (ASDP) across India to offer an entire gamut of retail POS solutions for the retail industry which includes *pharma, textiles, restaurants, grocery stores etc*

Speaking at the launch of *Sanskriti* event in Chennai, **Mr. S. S. Raman, Whole Time Director & CEO -TVS Electronics** said, *“We have been catering to the retail market for over two decades through our most trusted DMPs and it’s been indeed our privilege to cater to the industry at a time when retail automation had kick started its growth in India. DMPs have played a major role in fostering this environment of leveraging technology for the small to mid sized retailers in a cost effective manner.”*

Adding further he said, *“TVS-E is now focusing to strengthen our retail presence by launching a new category of POS Solutions and aims to become a complete POS Solutions provider for the changing requirements of the modern retail industry. Unlike before, the new approach will work to the advantage of not only the existing range of channel partners, but it will bring forth a new set of TVS-E partners known as Application Software Developers. We are of the view that this is just the beginning of the POS story in India. With increasing levels of customer awareness and high level of PC penetration into smaller towns apart from tier 1 & tier 2 cities the volumes are slated to increase even further over the next 2-3 years. True to our mission of ‘Taking IT to the heart of India’, TVS-E is keen and well placed with its presence in over 400 towns to take lead.”*

In a tough economic situation, today’s organized retailers across India and especially Tamil Nadu demand retail technology solutions for creating a better merchandise, enhancing supply chain management, and a customer centric model which can also utilize retail space better.

The POS equipments by TVS-E are categorized into PC based POS equipments and Electronic Cash Register (ECR). While the former caters to the semi-organized retail sector ECRs cater to a larger chunk of the unorganized retail sector. **The PC based POS equipments**, the market of which is estimated to be Rs.1000 crores(source: EVALUE SERVE report) will have a DMP in addition to the other peripherals such as Barcode scanner, programmable keyboards, thermal printers, label printers, and Customer Pole Displays etc and primarily will be used by small to mid-sized retailers.

Tamil Nadu is undoubtedly the hub of retail in South India. The current trend indicates that unorganized sector like traditional *kirana* stores, small textile shops, hotel chains, in Tamil Nadu are reinventing themselves and have become more prosperous by adapting retail technology. **Electronic Cash Register** will form an integral component for the small business



owners who are either automating/computerizing for the first time or changing over to the VAT system post implementation by upgrading their systems for VAT Compliance.

Explaining the objective of the new tie-ups with ASDPs, Mr. **Srini Nageshwar, Director-TVS-E** says, *“With the modern retail industry undergoing transition, it has become pertinent for every technology provider and channel partner to build their offerings in line with the changing requirements of the retailers. TVS-E has a vision to equip all the retailers with the most appropriate Point-of-Sales solutions incorporating the best possible modern technology peripherals, through its strategic tie-up and technological expertise.”*

He adds further, *“Today a retailer does not merely need to print a bill, but would also require a more sophisticated system which can keep track of the inventory, history of transactions, customer details etc. TVS-E’s strategic partnership with ASDPs will result in setting up such a system which will be customized according to the needs and designed in accordance to the POS equipments of TVS-E and will be offered in an integrated form by channel partners to the end users. The parameters set by TVS-E will be high and will be boiled down primarily to factors such as quality and trust.”*

With retail automation booming across India post VAT implementation, need for retail transaction devices of POS have been in heavy demand. TVS-E aims to garner as many ASDPs as necessary to provide POS solutions to all 400 towns that it operates in.

About TVS Electronics

TVS Electronics Limited, a part of the 97-year-old TVS Group is one the largest manufacturer of computer peripherals in the country. The range of offerings includes its flagship Dot Matrix printers, input devices like Keyboards and mouse, and Printing Supplies. It has recently ventured into POS solutions in an effort to position itself as a complete POS solutions provider for the SME retailers.

With a partner network comprising 3500+ authorized dealer partners and 400+ authorized service partners covering 450+ towns, TVS-E has built an enviable market reach for IT products in India. This network built across the length & breadth of the country, including interior and remote areas.

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