



Press Release

Wednesday, August 26th, 2009

TVS Electronics strengthens its presence in the POS Terminal space

TVS Electronics in its Retail and Transaction Automation Forum at Hyderabad reaffirmed its presence and end to end engagement in the POS (Point of Sale) terminal space across industries. TVS-E has been driving a strategic shift towards Point of Sale and Transaction Automation domain for the last two years. “We have established ourselves in our own way in this domain through the launch of a wide range of products and solutions customised to the varied Indian applications.” said S S Raman, Director & CEO of TVS Electronics Limited. “Our focus has been in the small and medium retail and SME/SMB segment. We leveraged our excellent PAN India reach of authorised partners and service support infrastructure. We have grown significantly in this domain” added Mr. Raman.

In the forum today the company introduced their IndiPOS range of POS products. The IndiPOS range includes Pos (Point of Sale) terminals, bill printers, barcode scanners and label printers.

According to Mr Raman, the brand IndiPOS represents a true reflection of the Indian retailer. 12 million retail outlets make India the most exciting retail destinations in the world. TVS Electronics firmly believes that there is an increased mindset with the Indian retailer on the ‘Willingness to Automate’. The technology empowerment and the retailer’s mindset are the core drivers to increase the penetration of automation. The diversity in the Indian retail formats is unique to its customer clusters and requires customized technology offerings both in terms of hardware and software. 50% of the Indian retail outlets operate on a floor space ranging from 350 sq ft to 500 sq ft. This implies that the space occupied by the billing counter should not exceed 25 sq ft and hence there is a need for a compact automation device. To suit the daily billing needs of the small Indian retailer, TVS Electronics launches today ‘IndiPOS’ point of sale terminal which empowers the retailer to operate with maximum comfort. Simplicity and compactness make IndiPOS the preferred billing terminal for the small Indian retailer. This product has been designed and customised to work in the most challenging terrains. The robustness of this product helps to operate in the ‘Heart of India’ environment prone to dust, fluctuating voltage and frequent power cuts.

The Retail and Transaction Automation forum is a unique initiative by TVS-E to bring all the stake holders together for evolving the most meaningful products and solution for the Indian landscape. TVS Electronics plans to launch IndiPOS country wide in 100 towns and leverage on its strengths in IT distribution.

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.