

Intex unveils new Desktop PC with Intel Quad 2 Core technology

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For all those who still fancy high-end desktops instead of notebooks, Intex Technologies has unveiled its new Platinum Desktop equipped with the contemporary Intel's Quad 2 Core processor technology as a major product-line addition in its PC portfolio.

Named as Intex Platinum BH-15431, the model with its enhanced speed, performance and features is targeted to satisfy users with advanced computing and entertainment needs like multitasking, gaming, multimedia experience and professional requisites involving effective configurations for web surfing and running of programs, etc.

Keeping up-to-date with the current technological developments in the PC milieu, it comes with a sleek & appealing silver-black 17" TFT-LCD monitor, Intel Quad 2 Core 2.40 GHz processor with 8 MB cache, 1066 MB cache memory with latest Intel G-31 Chip set having up to 4 GB support and PCI-E x16 Slot, 8 channel audio and 6 USB ports. Other features are DVD writer, 1 GB RAM and 250 GB SATA hard drive. The model retails at a MOP of Rs 35900/-.

Speaking on the launch, Mr. Sanjay Kumar, Business Manager, PC, said "With the beginning of 2008, Intex wishes to make further headway into PC segment with launch of full-featured and contemporary machines. A PC is no longer an IT hardware item(It is perceived as a gadget. This launch is a personification of our continuing efforts to serve our customers with products based on advanced technology so that they could avail more than a simple computing experience from their desktop and also improve productivity. We are very optimistic about its performance backed by the support of 57 service centres across the country."

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About Intex Technologies

Intex Technologies is an 11-year-old IT Hardware and Electronics company, headquartered at New Delhi. It has been ranked 104 amongst the 200 fastest growing IT(hardware & Software) companies in India by Data Quest (July, 2007).The company has a pan-India presence though its own network of 4 mother-warehouses, 28 branches, 2 regional offices and 57 service centres.

Brand 'Intex' covers 08 business segments- PC, Consumer Electronics, Power Electronics, Computer Peripherals, Retail, GSM Mobile Phones, In-Car Accessories and Enterprise Business. The business segments cover a portfolio of 26 Product Groups spread across more than 300 products ranging from Desktops, Notebooks, TFT-LCD monitors, DVD players, Home Theatre Systems, Subwoofers, Headphones, Web Cameras, GSM Mobile phones, Home UPS and Computer Peripherals to name just a few.

The sales are routed through a channel network comprising of 800 + distributors and 12,000+ dealers spread across the country. Through its retail business vertical, Intex products are positioned at 81 dedicated counters of reputed chains of hyper markets and specialty stores.

During the last 5 financial years, the company has achieved a CAGR of 52 % as compared with industry annual growth rate of about 25-30%. Turnover increased from Rs. 32 crore in 2001-02 to Rs. 260 crore in 2006-07. In pursuit of its goal to reach 400 crores by 2008, the brand has been growing beyond computer peripherals for some time now. Over the last 12-18 months, Intex has expanded its product offerings by adding products with more end-user interface like Desktop PCs, Notebooks, TFT-LCD Monitors, home UPS, DVD Players, Home Theatre Systems, GSM Mobile Phones and In-Car Accessories (Audio –Video, etc.)

[You can find this press release here](#)