

# Intex to open 55 shops in North



## EYEING NORTH

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## NEW FOCUS

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## THE BOTTOMLINE

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**C**OMPUTER hardware and mobile maker Intex Technologies is investing ₹100 crore to add new products and to follow aggressive retail expansion in North. The company is all set to enter LCD television market by the end of the next month.

Eying rising electronic goods market, the Delhi-based company is set to launch its first LCD television by the next financial year. The LCD televisions that range from 26-40 inches are being

sourced from China where Intex has set up business and quality control offices. The company is also likely to add 10 mobile handsets to its current portfolio of 15 devices in the current year.

The company, whose existing 33-odd Intex outlets set up after September 2009 are largely located in Uttar Pradesh, has major plans to expand its retail network. "The company plans to take its number of outlets to 100 in the current financial year concentrating mainly in Punjab, Haryana, Eastern Uttar Pradesh and Rajasthan. Around 55 outlets would come up in these

states," Intex Technologies DGM-retail Nidhi Markanday said after launching 33rd outlet in Ludhiana. The company is setting up Intex Squares, its small outlet chain, on franchise mode to keep costs low and has just one company-owned outlet.

Along with Intex Squares, Intex's products are also available at more than 130 hyper markets and specialty chains pan India, through a shop-in-shop presence. Intex's policy of increasing the width and depth of its reach is also being supported by a major expansion in its service network and investment in its IT

infrastructure for both sales & service.

A major player in woofer market, Intex sold around nine lakh units in the previous financial year. The company sells 20,000 desktops per month. The company is targeting a turnover of ₹1,000 crore in the current fiscal, an increase of 65% over the previous financial year. The company that has desktop and woofer manufacturing facility at Baddi and Jammu offers a wide range of products—mobile phones, PCs, home theatre systems, UPS, web cameras, keyboards, mouse, headphones, pen drives, among others.