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## Intex to foray into cellphones

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DELHI-BASED Intex Technologies (ITL), the domestic PC and peripherals company, has decided to diversify into cellphones and passenger car music systems. It is looking at a Rs 450-crore turnover in '07-08 against Rs 260 crore achieved in '06-07.

The company is also looking at the possibility of roping in a few private equity firms to offload a portion of its stake to fund future expansion plans. "We are, however, undecided on the extent of stake dilution and other details," said ITL executive vice-chairman RA Vaswani here on Thursday.

This year, ITL is in the process of investing around Rs 10 crore in enhancing its manufacturing capability in almost all verticals that it operates in. Its factories are located at Jammu and Himachal Pradesh.

"The UPS manufacturing capability is slated to rise from 8,000 units per month to 15,000 units per month. PC assembling capability will rise from 2,000 units now to 5,000 post expansion. We will start manufacturing UPS for homes and the initial capacity will be 5,000 per month. In the sub-woofer segment, we will ramp up our capacity from 18,000 currently to 40,000 per months," Mr Vaswani said.

He added that: "We will source cellphones from a Chinese maker and market them under the Intex brand banner. This fiscal, we expect an income of Rs 70 crore. From the PC segment, we expect a turnover of Rs 135 crore while from the consumers electronics segment, including sub-woofers and DVD players, the income is likely to be around Rs 160 crore."