



**Moser Baer unleashes 'Entertainment Revolution' –  
launches USB drives pre-loaded with Blockbuster movies**

- Moser Baer redefines the "entertainment on the go" segment with content loaded USB drives
- Now carry Bollywood in your pocket with super hit movies pre-loaded in Moser Baer USB drive
- Initially introducing 10 original Bollywood hits like 'Fashion', 'Khosla Ka Ghosla', 'Dev D', 'Kaminey', 'A Wednesday' etc
- First tranche of upto 1 Lakh units of these USB Drives to hit the market by month end

**New Delhi, 13 September, 2010:** Moser Baer India (MBI), world's leading tech-manufacturing company introduces "Entertainment in your pocket" USB Drives pre-loaded with Blockbuster Bollywood movies. This lifestyle enhancing offering will enable consumers to enjoy their favorite content 'Anytime, Anywhere' on the Go! The pre-loaded content can be erased by customers as and when required and the device can be continued to be used as a normal USB drive. Conceptualized, **designed and manufactured by MBI**, these USB drives bring alive the 'entertainment on the go' proposition with its 'easy to carry' features that allows access to the content even while travelling. With this launch, MBI aims to further enhance its rising strong position in the field of Solid State Memory devices.

Commenting on the product, **Mr Deepak Shetty, Sr. Vice-President, Domestic Sales & Marketing** said, "As a pioneer in the technology industry, MBI has strived to provide its customers with innovative and value added product offering at all times. This content loaded USB doubles up as a normal USB device and a device of 'entertainment on the go'."

Highlighting some of the key features of the USBs he added:

- **Form Factor** - Small yet elegant, these USB devices fits snugly into the pocket and is very user friendly in usage and handling.

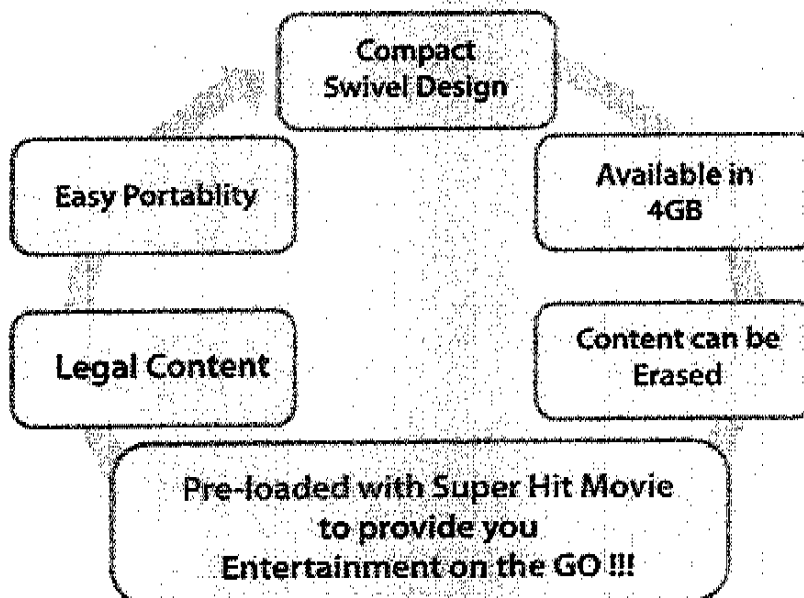


- **Travel companion** - Boring moments during travel or when away from home will now be a thing of the past with introduction of these new **Blockbuster Entertainment Drives**.
- **Pricing** - As an introductory offer these devices are priced at an affordable price band of Rs 850/- for a 4 GB stick.

Furthermore he further added, "We plan to launch **around 1 lakh units per month** of this USB drive which will enable us to capture **an additional 4- 5% of the market share in solid state media** .. Moser Baer India has a gamut of value-added products in the SSM segment and the content-loaded USB Drives will augment our growing product portfolio."

SSM division of MBI will offer a range of blockbuster movies from different genres keeping in mind the varied tastes of the customers. The first content loaded USB will be available in 4 GB capacity. It will offer following movies like *Khosla ka Ghosla, Dev D, Oye Lucky Lucky Oye, Padosan, Andaaz Apna Apna, Kaminey, Shaurya, Fashion, Iqbal* and *A Wednesday* to its customers. The product will be available at Moser Baer's pan-India retail outlets. This launch will be followed by more new exciting offerings in **higher end 8GB and 16GB drives shortly**.

#### Product Features:-





### **About Moser Baer: Storage Media and IT & CE business**

*Moser Baer India is one of the world's largest manufacturers of optical storage media. With a strong R&D focus, the Group has been able to lead the technology curve globally. Besides many laudable achievements, it is one of the first to market the technologically superior Blu-Ray discs and products in High Definition formats. It is already well established in IT&CE (IT Peripherals & Consumer Electronics) segment in India with an impressive range of products like USB drives, memory cards, DVD writers, PC peripherals, TFT monitors, external hard drives and ultra advanced LCD TVs, DVD players, portable DVD players, digital photo frames, media players and multimedia speakers, to name a few. All of its uniquely designed and manufactured IT&CE products are available on its recently launched e-commerce website (<http://shop.moserbaer.in>). Moser Baer India is widely considered to be the preferred OEM for all top manufacturers in the world in optical storage media space. One out of every 5 discs in the world comes out of the Moser Baer factory. In the process, it is among the very few Indian companies to have contributed to the establishment of new global technology standards. With the company's recent entry into the arena of Solid State devices, it has become the first company in India and among a select few worldwide to offer a comprehensive portfolio of storage solutions.*

*Established in 1983, Moser Baer India is a globally, diversified technology group. With its manufacturing expertise and extensive R&D base, the Group has successfully diversified in areas like Blank Optical Media, Solar Photovoltaic, Home Entertainment and IT Peripherals & Consumer Electronics. While its products go to over 90 countries, the company is headquartered in New Delhi. For more details please visit: [www.moserbaer.in](http://www.moserbaer.in)*

### **Media Contacts:**

Abhinav.kanchan@moserbaer.in	nitin.yadav@corvoshandwick.co.in
balaji.krishnaswami@moserbaer.in 9971757474	saurabh@corvoshandwick.co.in / 9810074079