



For Immediate Release

Moser Baer forays into information and web security solutions

Company to offer indigenous solutions covering design, development and manufacturing to enable data and information security

- *To offer end-to-end data security solutions inclusive of 'Authentication Keys', 'Licensing Tokens', 'Mobile solutions' and 'secure storage' initially;*
- *The solutions will be provided through USB, SD, microSD and software based.*
- *Has tied up with Giesecke & Devrient (G&D) as Technology partner to power the data security foray;*

New Delhi, XX February, 2011: Moser Baer India Limited (MBIL), a global tech- manufacturing company will now offer unique **information security solutions** to increase **data security** for e-commerce transactions. Solutions such as **Public Key Infrastructure token (PKI), One Time Password token (OTP)** being offered by the Company will help the Government, **financial community, corporates and consumers** towards safer online transactions within secure environment providing safeguard measures against loss of data/money/authentication. As per *India Fraud Survey Report 2010* (by KPMG) data fraud is resulting in loss amounting in millions of dollars every year to the Indian industry and the country need to upgrade its data security apparatus. These end-to-end solutions are being offered to the customers of MBIL from **February 2011** onwards.

MBIL will design and develop these solutions from its manufacturing facility in Noida in association with **Giesecke & Devrient (G&D)**, a leading international technology provider headquartered in Munich, Germany and other **leading players** of the '*data security*' industry.

G&D is a global market leader and a pioneering innovator in banknote production and processing, smart card solutions for telecommunications and electronic payment, and security documents and identification systems.



Commenting on these unique indigenous solutions **Ratul Puri, Executive Director, MBIL said** "Moser Baer has been at the helm of development in the storage media space. This new foray is an extension of our solid state storage business, one that should result in a higher margin for the business and also complement our existing standard storage products." He further added, "Owing largely to our manufacturing capability and existing presence in solid state storage market, we have been able to achieve this expansion at a very minimal incremental cost."

Colin Mayne, Managing Director of G&D India said, "G&D use third party manufacturers in Asia and elsewhere to produce our security products at globally competitive prices. We are keen to partner with manufacturers in the most important markets around the world, as local manufacture can be a key criterion for security product selection in both the government and the private sectors. Here in India, **Moser Baer stands out as a manufacturing giant**, with unparalleled access to the key markets in this country. We look forward to a long and successful partnership with them"

Vijay Malhi, Senior Vice President, Solid State Media, MBIL added, "The Internet has become a necessary part of doing business. But with the growth of the Internet threats to businesses from hackers, network snooping devices, viruses and other sources have become a cost of doing business. Organizations have to constantly deal with fraud and compliance challenges in today's business environment. These solutions will be able to help these organizations by addressing their prime concerns." He further added, "We are partnering with G&D and other industry leaders to bring these innovative state of the art information security solutions in the country."

Editorial Notes:

Some of the key services that will be offered are:

Public Key Infrastructure (PKI): The purpose of a **public key infrastructure (PKI)** is to manage digital keys and certificates. PKI systems can **enable the use of digital signature**, digital receipt, encryption and permissions management services across a wide variety of applications. PKI-



based security solutions are enhanced by “something you have” technologies, providing secure storage of digital identities backed up by strong two-factor authentication.

One Time Password tokens: A **one-time password** (OTP) is a password that is valid for only one login session or transaction. OTPs avoid a number of shortcomings that are associated with traditional (static) passwords. The most important shortcoming that is addressed by OTPs is that, in contrast to static passwords, they are not vulnerable to replay attacks. This means that, if a potential intruder manages to record an OTP that was already used to log into a service or to conduct a transaction; he or she will not be able to abuse it since it will be no longer valid. **On Data Encrypted USB Drive:** The best security (and speed) often comes from hardware-secured flash drives with their built-in cryptologic co-processors.

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

About Giesecke & Devrient

Giesecke & Devrient (G&D) is a leading international technology provider headquartered in Munich, Germany. With a headcount of more than 10,000 employees, the Group generated sales of EUR 1.7billion in fiscal 2009. Founded in 1852, G&D is a global market leader and pioneering innovator in banknote production and processing, smart card solutions and services for telecommunications and electronic payment, and security documents and identification systems. 65 subsidiaries and joint ventures in 32 countries ensure customer proximity worldwide. For more information, visit our website at: www.gi-de.com.

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