



Press Release

Moser Baer Launches India's first 'credit card-shaped' USB Flash Drive

- Perfect fit for wallets, card holders, files and folders
- 4 GB memory

New Delhi, March 01, 2012: Moser Baer has launched India's first credit-card shaped USB flash drive called **Moser Baer Zap**. The pocket flash drive is akin to a credit card and fits easily in wallets, card holders, files and folders owing to its ultra-slim size and shape. During pilot tests, it has been proved to be very convenient and useful to carry and store.

According to **Deepak Shetty, Sr. Vice President, Domestic Sales & Marketing, Moser Baer**, "Most of the players in the flash memory segment have been experimenting with sizes and shapes. We have noted that an interesting shape may sometimes be inconvenient to the users when it is not traceable and gets lost easily. This holds quite true for the users who are always on-the go and need pen drives almost on a daily basis. **Moser Baer Zap** not only scores high on the convenience factor but also on the technology, making it a perfect offering in the 2 GB- above pen drive segment. It is a boon for the forgetful users saving them a lot of trouble."

The credit card shape lends credence and significance to the flash drive making people little more cautious and careful in using and keeping it safely. After all, data is as important as any other valuable matter.

Moser Baer Zap pocket flash drive comes with 4 GB memory, measures 84.15 X 52.83 sq. mm and weighs just 10.25 gms. With USB 2.0 interface (direct plug-n-play), it is compatible with Win2000/XP/ME/Vista/7, Mac OS 9.0 or later versions and Linux Kernel 2.4.0 and higher versions. Its rugged design makes it suitable for Indian operating conditions.

Priced at INR 1,100 (MRP), Moser Baer Zap pocket flash drive has been introduced with a warranty of 2 years. The product is available at <http://shop.moserbaer.in> (at a special introductory price of INR 399/-) and will be soon available at around 10,000 Moser Baer dealer outlets across the country.

About Moser Baer India Ltd.

Moser Baer India Limited headquartered in New Delhi, is a leading global tech-manufacturing company. Established in 1983, the company has successfully developed cutting edge technologies to become one of the world's largest manufacturers of Optical Storage media like CDs and DVDs. It has the distinction of manufacturing every 5th disc globally. The company also emerged as the first to market the next-generation of storage formats like Blu-Ray discs in India. Over the years the company has entered into exciting areas of consumer products, home entertainment and is set to lead the technology curve in tapping renewable energy resources in the high growth photovoltaic space. Moser Baer India has emerged as one of the most credible brands focused on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult India into a respectable manufacturing hub.

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