



Moser Baer launches 'Expressions'-India's first range of fragrant discs

on the occasion of Valentine Day

- **2 variants of scented DVDRs**
- **4.7 GB / 16 X of space**
- **available on online shopping portals**

New Delhi, January 30, 2012: Moser Baer introduces India's first range of fragrant discs 'Expressions'- a unique gift for the loved ones on the occasion of fast approaching Valentine Day.

In this digital age, expressing your feelings on a greeting card is a passé! Discerning consumers on a look out for better, smarter and elegant communication means to wish their loved ones on this Valentine Day, would surely find Moser Baer's latest offering- the *Expressions* Discs, befitting.

Sprinkled with apple-green and rose fragrance, these DVDRs are first-of-its-kind gifts in the Indian digital space. With 4.7 GB, one has immense space, freedom and flexibility to capture a personalised repertoire of videos, songs and photos for the loved ones. This obviously gives an edge over ordinary greeting cards or e-cards.

The scented disc full of memories adds to the value of the feelings with which it has been given. It truly makes the recipient feel special. The attractive covers add further elegance to the product, giving a nice and proper fit to the disc and a dapper look to the whole package.

The unique DVDRs are a much improved product which allow free flow of expression and are not limited by space. It enables people to showcase their feelings in myriad ways, capture special moments in a variety of manners and add glitz and deeper meaning to a simple gift. In today's fast paced digital world, unique gifts like this are not only contemporary in look and feel but also enables easy packaging and





Sharing his thoughts on the newly -launched range, Deepak Shetty, Sr. Vice-President, Domestic Sales & Marketing, Moser Baer, said, "Being a leader in the optical media storage space, Moser Baer strives to strengthen its presence in the lifestyle genre of storage media through *Expressions* DVDRs. Since Valentine Day is just around the corner, we are hopeful of a great response especially from the youth and the netizens. The product has been made available only on online shopping portals to strengthen end-consumer interface."

Available on <http://shop.moserbaer.in>, www.letsbuy.com, www.koovs.com, www.flipkart.com, www.seventymm.com, www.infibeam.com and www.snapdeal.com. Moser Baer Expression DVDRs come with a feather-weight price tag of INR 199/- only.

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. 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. Over the years, 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.

Website: www.moserbaer.com

For further information please contact

Abhinav Kanchan (abhinav.kanchan@moserbaer.in) + 91-9958867269/ 011-40594175

Ankur Sachin Bhat (ankur.bhat@moserbaer.in) +91-9899819904/ 011-40594127