

Press Release

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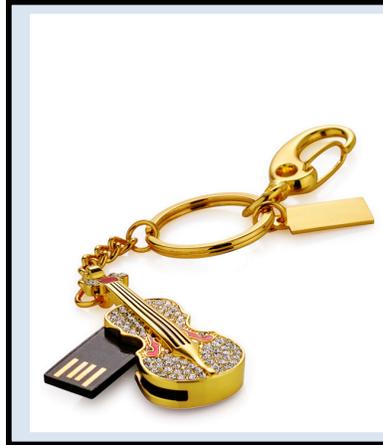
**Moser Baer launches unique pendant, key-chain & bracelet- shaped pen drives this Valentine**

**New Delhi, Jan 28, 2013:** Moser Baer has, yet again, introduced a new and a unique collection of pen drives this Valentine. Keeping pace with the changing times, the collection is for those discerning buyers who are no longer interested in the mundane gifts. **It boasts of four attractively designed pen drives in unconventional shapes and forms giving consumers an interesting gifting option to celebrate the season of love.**

**The heart-shaped pendant USB** with a chain in golden color will surely make her feel special. Studded with crystals on one side and shiny gold finish on the other, it is a classy gift for her. **The bracelet-shaped USB**, in silver hue, with shiny blue crystals on the top is the perfect gift to convey your sentiments. **The guitar-shaped pen drive** dazzles with red and white crystals on a golden base. It comes with a key chain making it a valuable buy for him. **The fourth and the last offering in the range has been named as Macho.** The pen drive, designed for men, comes housed in a mystic matt dull-silver engraved casing attached to a key chain.



***Moser Baer heart-shaped pendant pen drive with a chain***



**From L t R: Moser Baer bracelet-shaped pen drive ; guitar-shaped pen drive with a key chain and 'Macho'-the key chain-pen drive for men**

According to Bhaskar Sharma, CEO-Solid Storage, Moser Baer, “Solid state media continues to be a focus-business for us and we are working on a growth plan both in India and overseas.”

The limited edition ensemble also scores high on technology with **8 GB chip -on-board technology**, 2.0 & 1.1 interface and compatibility with all operating platforms ( like Windows ME /2000/ XP/ Vista/MAC OS 9.0 or later/ Linux Kernel 2.4.2 or later). The drives weigh between 25-56 gms and are available in a special gift packing at an MRP of Rs. 700 with one year limited warranty. Standing out in the clutter of run-of-the-mill pen drives, these special offerings will definitely make your moments memorable.

**Added Deepak Shetty, Senior Vice President-Domestic Sales and Marketing, Moser Baer**, “Of late, the pen drive segment has been witnessing many developments in terms of form-factor. To further differentiate your products from the trend followed by all, needs an out-of-the-box thinking. This is what we have been striving to. From the launch of India’s first credit-card shaped pen drive to festive bejeweled collection of pen drives to this Valentine range, the response has been very encouraging for innovative Moser Baer USB flash drives.”

#### **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 content replication, home entertainment and is a market leader in the high growth photovoltaic space. It is the only company worldwide to receive the prestigious 5-star rating from TÜV Rheinland for 3 years in a row maintaining highest standards of quality in manufacturing PV modules. 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](http://www.moserbaer.com)



**For further information please contact:**

**Abhinav Kanchan**

Group Head-Corporate Communications

[abhinav.kanchan@moserbaer.in](mailto:abhinav.kanchan@moserbaer.in)

Tel: 011-40594175

Mobile: +91-9958867269

**Ankur Sachin Bhat**

Manager- Corporate Communications

[ankur.bhat@moserbaer.in](mailto:ankur.bhat@moserbaer.in)

Tel: 011-40594127

Mobile: +91-9899819904

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