

## Xenitis forecasts Rs.13 bn turnover for 2008-09

Kolkata-based Xenitis Group, which rocked the market in 2005 with its desktop computers Aamchi PC and Apna PC, has projected a turnover of Rs.13 billion for 2008-09. It now plans to enter the mobile handset market also.

The company, which recorded a turnover of Rs.10 billion in 2007-08, is concentrating more on computer component manufacturing and will soon start producing mobile handsets too, said Santanu Ghosh, chairman and managing director of Xenitis Group.

Xenitis Infotech Ltd is the flagship company of the Xenitis Group. The original equipment manufacturing (OEM) business run under the banner of Xenitis Infotech Ltd.

The firm sells components to all major PC companies in India which earlier imported parts from China.

'The Indian PC market is divided into three segments - 65 percent of the market is occupied by the unorganised sector, 20 percent by Indian brands and 15 percent by MNCs. We are targeting the first two sectors. We are successful in capturing 48 percent. The rest is still thriving with Chinese imports,' Ghosh told IANS.

Ghosh, 37, who started the company in 2002, said his firm's products were targeted at the youth.

The company has invested Rs.2.5 billion to build the manufacturing hub at Hooghly, situated over 45 km north of Kolkata. At present, it manufactures five computer parts - cabinet, keyboard, power supply, mouse and speakers.

Xenitis, which plans to manufacture 6 million components in 2008-09 with an additional investment of Rs.1.5 billion, will soon start manufacturing other parts like thin film transistor (TFT), motherboard and memory.

In October 2007, the company launched its sub-Rs.20,000 laptops 'Xuva' targeting the growing tech savvy youth.

Next in the pipeline is Ghosh's dream project of manufacturing handsets under the telecom unit of Xenitis Group, Xenitis Telecommunications Pvt Ltd. The company has already bagged an order of 160,000 handsets per month and will export 50,000 handsets to Dubai every month.

It has signed memorandums of understanding (MoU) which will fetch over Rs.21 billion in three years for the PC business.

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