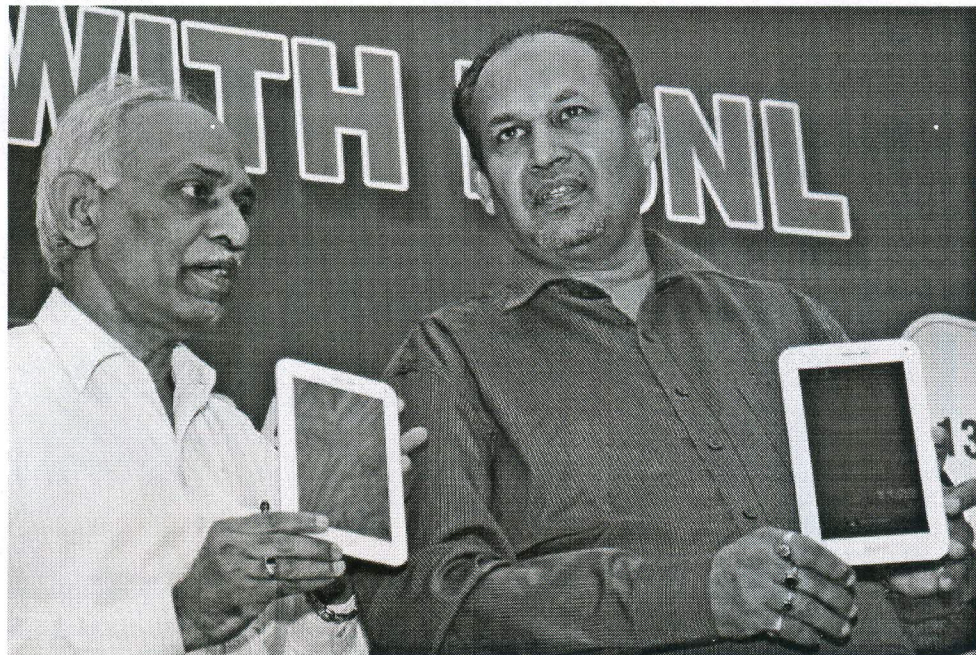


THE HINDU BusinessLine

ISUN brand telecom products launched

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Unveiling Mohammed Ashraf Khan (right), ED- New Business, BSNL with GV Reddy, CGM, BSNL Tamil Nadu Circle, at the launch of ISUN 3G Tablet, in Chennai on Thursday. BIJOY GHOSH

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Chennai, November 13:

ISUN is the latest Indian brand in mobile phones and tablet personal computers. The Chennai-based Exotic Global Trades Pvt Ltd launched its telecom products under the ISUN brand that will be bundled with various BSNL schemes.

The company's smart phone is priced at ₹6,999 with 13 per cent inaugural discount offer while the 3G tablet personal computer is priced at ₹8,499 (14 per cent discount) and 2G tablet at ₹7,499 (12 per cent discount), according to information available in the company web site.

"As per the Make in India campaign launched by prime minister recently, our aim is to develop low cost telecom products," B Balamurgan, Director, Exotic Global, told newsmen.

The gadgets are to be assembled at Electronics City (phase II) in Bangalore with State Bank of Hyderabad lending ₹4 crore for the purpose, said Mohammed Ashraf Khan, Executive Director (new business), BSNL.

The joint venture is a good synergy for both ISUN and BSNL, he said.

The new products include smart phones, tablet PC, 3g power WiFi data card and multipurpose ADSL router. In addition to the BSNL offer, ISUN will provide one year manufacturers warranty to all customers with seven days replacement guarantee, said a company official.

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