

Intel promotes domestic adoption of technology

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Intel concluded the second phase of its nationwide integrated campaign to spread the relevance of personal computing and drive adoption of technology amongst consumers.

The campaign was focused on reaching out to potential first time buyers in the country with the aim of increasing awareness about the benefits of technology and accelerating PC usage. In addition, Intel along with industry bodies such as NASSCOM, and ecosystem players had launched a nationwide Literacy Mission in India last year in order to enhance digital literacy in the country.

The second phase of the campaign reached out to 2 crore households with the message of domestic digital adoption.

Talking on the conclusion of second phase, Eashwari Deshpande, Head, Corporate Communications, Intel India, said, "We are immensely satisfied at the success of the second phase of the campaign. After the successful results in the first phase, where we

covered 40 cities across the country and reached out to over 20 lakh customers by way of over 2 lakh demos showcased at the 'My Discoveries' experience zones, we have been continuing our pursuit of driving domestic adoption of technology across the country and the effort in our second phase too, has met with great success."

In order to help make PCs more affordable and accessible, Intel has worked with the ecosystem comprising of original equipment manufacturers (OEMs) such as Acer, HCL, HP and Lenovo to offer exciting financing solutions as well as retailing and e-tailing offers.

Intel has also worked with various broadband suppliers like Aircel, Reliance and MTS to provide exciting offers on internet connections. Besides this consumers can also avail content and applications bundle worth over Rs.4000 including Encyclopedia Britannica, Eros now & SaReGaMa totally free of cost on the purchase of any Intel powered PC.