



SmartStyle
PC
ZENITH
Computers LTD.

Name of the Chairman:

Mr. Rajkumar Saraf

Year of Establishment: 1980

Introduction: Today in the fast pace of the world the challenges and the changes are raising up with huge range and massive speed. As the whole world have become techno freak people are more opting for latest gadgets and are more looking forward to the innovations portable, easier and affordable gadgets. Today there are many competitors in the market but very few can reach up to the needs of people. One of them is Mr. Rajkumar Saraf who believes in innovations, hard work and to bring out the real output.

Information about the product: We are been making computers since 1980, this computer was made even before. P.C. was born. P.C. came about in 1980 and it's been used for all the purposes like as office use, garments consumers etc. We make desktops, laptops, servers, We also introduce product range where in the entire computer is inside the C.P.U. box.

History of the company: Umm... as I said that the company started in 1980, we started to supply parts to various computer companies in India. When we started we were on the 48th stake but today with hard work, and innovations we have earned 2nd position as an Indian manufacturers in the computer

business. At that time lots of multinational companies came into this business when they couldn't survive the tough competition. And it was a great achievement for us that in spite of being a small-scale company we were enough good to survive.

Achievements: We are an innovative company, we also bring the latest technology 1st in India and due to this we are in better position to get initial advantages of any new product as, that's how our biggest plus point is to see new technologies is coming along with multi nationals.

Apart from this we give educational support to those children's who are deprived of the education, knowledge, technologies which are new to them and also help principle schools, NGO's by giving them computers and all.

What are the strategies implemented for the marketing?: Today, one of our customers is IBM is the advent of the P.C, 3/4 years back they sold that company to the other company called Lenovo, currently they buy computer from us internally it selves tell that how big the brand is in the market.

Recent developments: Well.... We try hard to come out with new technology; today we have computers as big as 16 inch all in one with high definition facilities.



How do you promote your product?: We do it through indoor/outdoor advertising, also opened up 400 stores all over India, franchise and even at the small places like Ladhak etc.



Further expansion plans: As the technologies keeps on changing every day the larger numbers of new technologies are introduced in the market and we try to come out with innovative ideas and try to sell out in various Domestic markets.

We are also trying to compete with multi national markets, rooting from India itself.

Are there any recreation facilities implemented for staff members?: Yes, we have gym, entertainment programs, apart we celebrate various festivals like Id, Dandia etc, including picnics.



Mantras to become successful entrepreneur: Pure hard work, follow rules.



Explain regarding the brand value: People pick on Zenith immediately hence, the brand itself speaks. Actually if you see the Zenith brand name originally is the company from Birlas or the Zenith steel pipes. Earlier Zenith was known as Birla company but today when you say Zenith it's SARAFS'S Company that it self is a big achievement in spite of tough competition we have been able to create a brand name.

Do the company participate in any corporate social activity?: As I said early just helping children's deprived of education.

Great thing about you: We do not hesitate to compete, face challenges as it comes able to take on anybody, which keeps sustaining us.