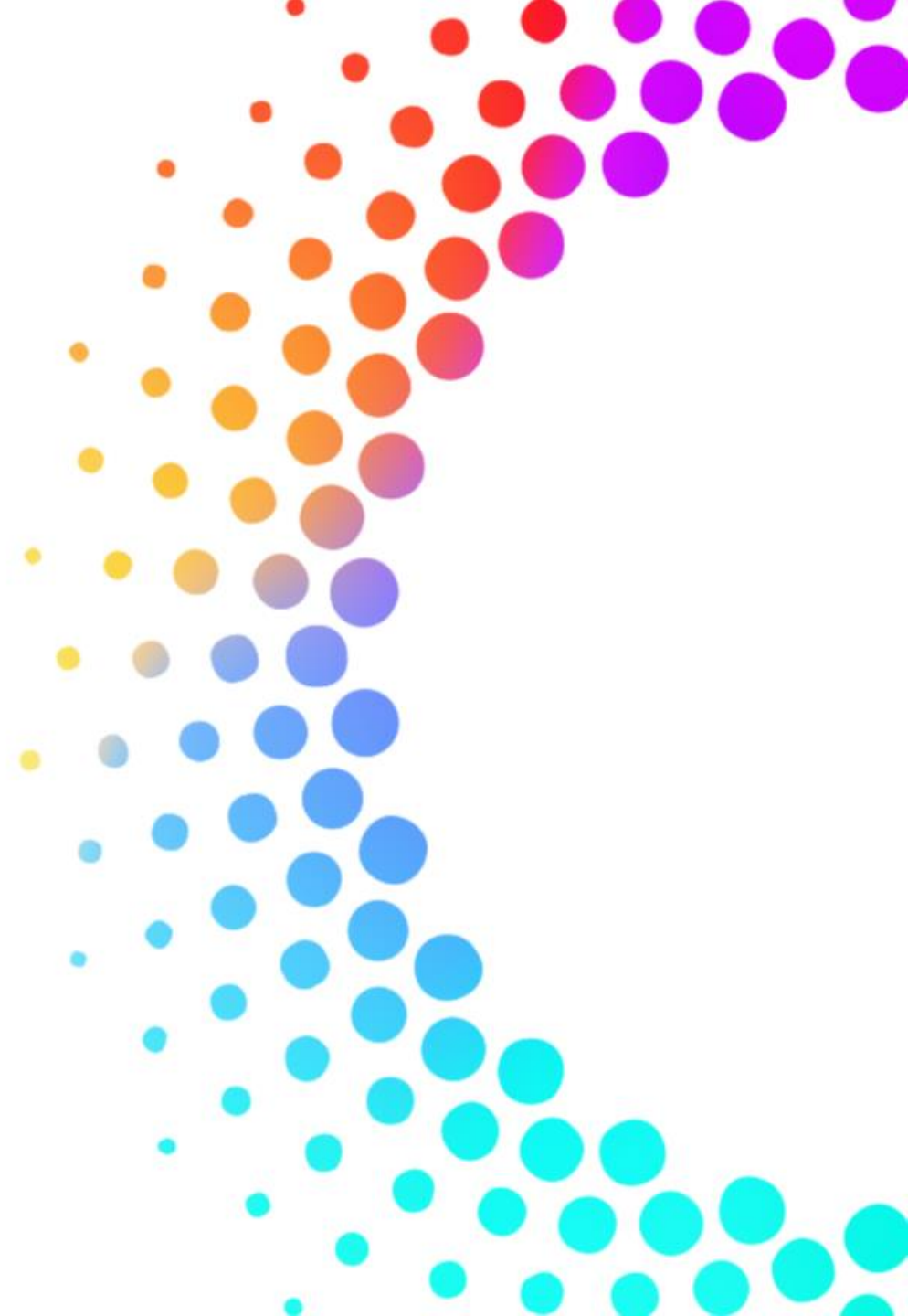


ASUS- CORPORATE



SUCCESS IN NUMBERS

500+

Total coverage

1.6 Bn+

Total reach

250+

CAT A

20+

Interactions

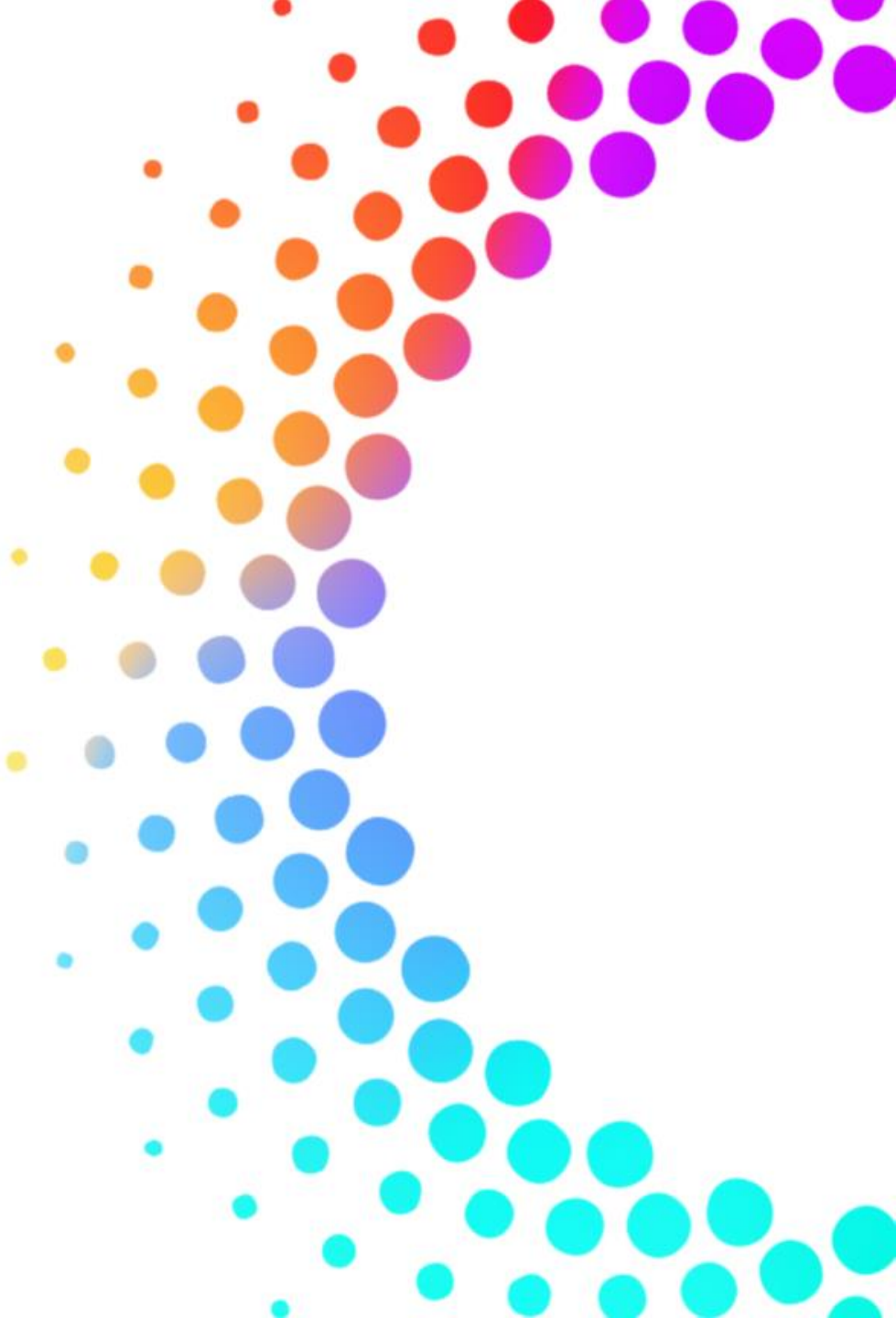
15+

Industry story participation

400+

Announcements and press releases

INTERACTIONS



ANNOUNCEMENTS & ENGAGEMENTS

BUDGET COMMENTARY

The quote highlighted *how Govt's decision to officially recognize esports as a multi-sports event in India is a welcomed step for the Indian esports ecosystem*

Mr Arnold Su from ASUS thrilled as Esports being officially recognized as a multi-sports event in India

By Dr. Kaushik Saha February 2, 2023



As we already know, the Indian government has become very progressive about gaming & eSports in India, so, recently Esports being officially recognized as a multi-sports event in India, ASUS, which has been dominating the Indian gaming market with its insane range of products from gaming laptops to PCs and accessories have been thrilled by this decision.

Budget 2023 Highlights: Reactions from the Indian tech industry

Here is what the tech industry has to say.

By Gadgets 360 Bureau Feb 3, 2023



Budget 2023

INDUSTRY OUTLOOK & TRENDS

MARKETING

REVIEW 2022 FORECAST 2023



By Namati Chawla Published: 2 Jan 2023, 5:30 IST

The marketer's playbook for 2023

Leading marketers share their top learnings of 2022 and plans for the coming year.

These are the most interesting, as well as challenging times to be a marketer. With each day bringing in a new dimension to marketing, marketers of today need to be abreast of the dynamic needs of their professions.

Paramjeet Singh Mehta, head of marketing, ASUS India



Paramjeet Singh Mehta

More dynamic than ever with digitisation and the convergence of tech and data. One of the key lessons from 2022 is product diversification that has drastically shifted from web search to e-commerce.

APPOINTMENT

Appointment of Tribhuwan Joshi as Head of Corporate Communications
10+ Online News Hits

ASUS India appoints Tribhuwan Joshi as Head of Corporate Com



ASUS India appoints Tribhuwan Joshi as Head of Corporate Communications, PR and CSR, Consumer and ROG PC Business.

ASUS India appoints Tribhuwan Joshi as head of corporate communications



ASUS India appoints Tribhuwan Joshi as head of corporate communications.

ASUS India appoints Tribhuwan Joshi as Head – Corporate Communications, PR and CSR, Consumer and ROG PC Business



ASUS India appoints Tribhuwan Joshi as Head – Corporate Communications, PR and CSR, Consumer and ROG PC Business.

ASUS India names Tribhuwan Joshi as Head – Corporate Communications, PR and CSR, Consumer and ROG PC Business



ASUS India names Tribhuwan Joshi as Head – Corporate Communications, PR and CSR, Consumer and ROG PC Business.

ERIC OU APPOINTMENT

The announcement was covered in **59** media platforms with a reach of **50M+**. Prominent platforms included top-tier English dailies, financial dailies and HR trade media such as The Times of India, Financial Express, Times Now, ET Telecom, ET HR World and People Matters, among others.

FINANCIAL EXPRESS
Read to Lead

ASUS strengthens India leadership team

The company has elevated Arnold Su and Dinesh Sharma to the position of vice president

Written by [BrandWagon Online](#)

May 11, 2023 11:44 IST

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The company has elevated Arnold Su and Dinesh Sharma to the position of vice president

TIMES NOW

ASUS India Ups the Ante! Welcomes Eric Ou as New Country Head and Unveils Refreshed Leadership

The company has promoted Arnold Su and Dinesh Sharma, the former Business Heads for Consumer & Gaming PCs and Commercial PC & Smartphones respectively, to the position of Vice Presidents.

Author by: TN Tech Desk | Updated May 11, 2023 | 12:13 PM IST



BW BUSINESSWORLD

June 16, 2023

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ASUS India Strengthens Its Leadership Team In India

ASUS India, a Taiwanese technology giant, today announced the appointment of Eric Ou as Country Head, President and Director, of Systems Group, ASU, India



THE TIMES OF INDIA

Asus India strengthens its leadership team in India

TIMESOFINDIA.COM / May 12, 2023, 20:11 IST

200 PTS

SHARE

AA



Asus India, a Taiwanese technology giant, has announced the appointment of Eric Ou as Country Head, President and Director, Systems Group, ASUS India, with 23 years of

Asus appoints Eric Ou as India country head; elevates Arnold Su, Dinesh Sharma to VP

The company has also elevated Arnold Su and Dinesh Sharma to Vice President. They have previously served as Business Heads for Consumer & Gaming PCs and Commercial PC & Smartphones at Systems Group, ASUS India, respectively.

ET Telecom.com

Updated On: May 11, 2023 06:01:53 PM IST

From The Economic Times



ASUS India elevates Eric Ou as Country Head

With 23 years of experience in ASUS across different territories and functions, Eric Ou has been pivotal in building the brand share.



ASUS India, a Taiwanese technology giant, has elevated Eric Ou to Country Head, President and Director, Systems Group, ASUS India.

With 23 years of experience in ASUS across different territories and functions, Eric Ou has been pivotal in building the brand share to the market dominator position in the region.

people matters

Retail & Business

ASUS India Appoints Eric Ou as Country Head, President, and Director

IndianRetailer.com

May 11, 2023 7:23 AM BRFAD



q4m

HOME ADVERTISING MARKETING PR & CORP COMM - MEDIA - PEOPLE MOVEMENT

Home / Internet People Movement News / Latest Internet People Movement News / People Movement

ASUS India appoints Eric Ou as Country Head, President & Director- Systems Group

Arnold Su elevated Vice President for Consumer and Gaming PCs; Dinesh Sharma to be Vice President for Commercial PCs and Smartphones

exchange4media Staff

Published: May 11, 2023 11:36 AM | 1 MIN READ



APAC PARTNER SUMMIT

- Asia Pacific's No. 1 Consumer and Gaming Laptop Brand held the largest ever Partner Summit based on the theme 'Innovate to Elevate' designed exclusively for trusted and valued partners
- Despite a tough 2022 that saw the overall Consumer Laptop Market in Asia Pacific shrink by 6%, ASUS defied the odds and grew 11% for the year
- ASUS' OLED laptops are a key component of its growth strategy in the region as it asserts its leading position as a pioneering OLED laptop maker
- Via press release dissemination, we garnered 5 media exposures with a monthly reach of **94K+**

ASUS Hosted APAC Partner Summit to Discuss Growth Roadmap for 2023



NDM News Network
Published on Feb 28, 2023, 12:43 am · 3 min read

ASUS held the largest ever Partner Summit based on the theme 'Innovate to Elevate' designed exclusively for trusted and valued partners to further strengthen and build ties. At the Summit ASUS revealed an aggressive goal and further dominance in 2023 as well as celebrated a successful 2022.

ASUS celebrates a successful 2022 at APAC Partner Summit

By VARINDIA - 2023-02-28



ASUS held the largest ever Partner Summit based on the theme 'Innovate to Elevate' designed exclusively for trusted and valued partners to further strengthen and build new collaborations. At the Summit ASUS revealed an aggressive goal and further reinforced its dominance in 2023 as well as celebrated a successful 2022. Gearing up for 2023, ASUS highlighted the objective to leverage strengths and abilities of partners from different corners of the ecosystem as one of the most strategic ways to move forward in 2023.

The 'Innovate to Elevate' summit reflects our commitment to collaboratively drive innovation and deliver new value to our customers and partners," said **Peter Chang, General Manager of ASUS Asia Pacific**. "We are confident that by working together with leading vendors like Intel and Microsoft, embracing even more customers with our innovative new products, and improving their experience with us from sales to after-sales, we can achieve our ambitious goals and maintain our leadership in the Asia Pacific Laptop market."

VARINDIA
The Future of Digital Marketing

ASUS Celebrates APAC Partner Summit with the Theme 'Innovate to Elevate' with Over 550 Participants



ASUS - Asia Pacific's No. 1 Consumer and Gaming Laptop Brand held the largest ever Partner Summit based on the theme 'Innovate to Elevate' designed exclusively for trusted and valued partners to further strengthen and build new collaborations. At the Summit ASUS revealed an aggressive goal and further reinforced its dominance in 2023 as well as celebrated a successful 2022. Gearing up for 2023, ASUS highlighted the objective to leverage strengths and abilities of partners from different corners of the ecosystem as one of the most strategic ways to move forward in 2023.



NCN
NATIONAL COMMITMENT NETWORK

Mr. Peter Chang, General Manager, Asia Pacific Region, Business Group of ASUS

Asus celebrates strength and collaborations at APAC Partner Summit

By CRN Team - February 28, 2023



CRN India



Announcements & Engagements

PRODUCT INTERACTIONS

Arnold Su & Sam Huang interaction with Device Next highlights brand's innovation and how it's nurturing the gaming and creator ecosystem within the country

Interviews Laptop

Empowering Gamers and Creators: A Discussion with ASUS India's Arnold Su and Sam Huang

by devicenext May 6, 2023

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MARKETING STRATEGY

Paramjeet Singh's interaction with Adgully highlights the brand strategy in India along with consumer insights and the way forward for 2023



"Laptop industry is witnessing a surge in demand for gaming & creator-oriented devices"

4 MINUTES TO READ
JULY 12, 2023

VINILA SHIVANI
@adgully
HEAD OF RESEARCH & ANALYTICS, MARKETING STRATEGY AND CHIEF OF CONTENT

TRENDING NOW

Paramjeet Singh Mehta
Head of Marketing
ASUS India

The year 2023 started on a rollercoaster ride with an accelerated adoption of generative AI, chatbots, and digital innovators. This is bringing in new operational efficiencies, stronger strategies, a far greater emphasis on building deep bonds with various stakeholders and consumers. It's keeping with the current market ecosystem, technology and a human approach are seen as going hand in hand.

As part of our annual TRENDING NOW series, Adgully has been approaching key industry leaders to Opstar Cover into 2023 to highlight the major trends and developments that they see dominant to the industry in the year ahead.

Also Read: Acer India's Sooraj Balakrishnan on key trends shaping the marketing landscape in 2023

Also Read: Meta's Ravi Carg on fortifying Business Messaging on WhatsApp

Also Read: Drools CEO highlights key factors driving growth for pet care industry in 2023

In conversation with Adgully, **Paramjeet Singh Mehta, Head of Marketing, Asus India** speaks about the key trends dominating the laptop industry in 2023, catering to the gaming industry, establishing an exclusive brand some expansion drive, and more.

Key trends dominating the industry in 2023

SOFT PROFILING

Interaction with Campaign India for Arnold Su highlighting about behind the scenes of his work and personal life

24 hours with... Arnold Su

Arnold Su, business head - consumer and gaming PC, system business group, ASUS India, takes us through what a day in his life looks like

May 16, 2023 08:51:00 AM | Article | Campaign India Team

Share - Facebook Twitter WhatsApp LinkedIn

campaign India

Announcements & Engagements

PRODUCT INTERACTIONS

Arnold Su & Sam Huang interaction with **The Hindu** highlights the brand's growth trajectory and company's plans to further strengthen the creator ecosystem in India

Will be making more products for creators, Asus executive says

Asus, known for its high-end gaming and ROG series, is now looking to dominate the Indian PC market across segments and price points

June 14, 2023 10:59 am | Updated 12:53 pm IST

NABEEL AHMED

COMMENTS SHARE

READ LATER



(From left) Sam Huang, Country Product Manager PC, Asus India, and Arnold Su, Vice President, Consumer & Gaming PC, System Business Group, Asus. | Photo Credit: Special Arrangement



With the burgeoning interest in performance-oriented devices, Asus is looking to expand its footprint beyond high-end performance laptops, and in the creator segment with high-spec devices at lower price points.

2ND RANK IN CONSUMER NOTEBOOK IN Q1 2023

Arnold Su interaction with **Forbes India** highlights about the product roadmap of ASUS, how the brand started its operations in the country with motherboard as its offering, to the introduction of the gaming segment, the ROG laptops

Forbes
Home / Special Report / M.A.D. Marketing & Advertising, Decoded / Ahead of the game: ASUS hits a high note in India

Ahead of the game: ASUS hits a high note in India

A Taiwanese major has become second biggest consumer notebook brand in a market that has been sliding over the last few quarters. Can ASUS topple HP to become biggest in India?

BY RAJIV SINGH, Forbes India Staff
6 min read
PUBLISHED: Jun 26, 2023 05:39:21 PM IST
UPDATED: Jun 26, 2023 05:13:37 PM IST

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Asus dominate the entire premium segment from 140,000 to 1.2 lakh of gaming laptops. Image: Shutterstock

Arnold Su starts the conversation by baring his ambitions. "Our goal is to reach the number one position in India," underlines the vice-president (consumer and gaming PC), system business group of ASUS India. "The Taiwanese biggie entered India by rolling out motherboards and graphic cards



"Most people consider India to be an entry-level market. But it is not. Indians are willing to pay for high tech and quality"

Arnold Su, vice president (consumer and gaming PC) System Business Group, ASUS India

THOUGHT LEADERSHIP | LEVERAGING PETER CHANG'S INDIA VISIT

Strategically leveraged Peter Chang's India visit to align media interactions with key Indian national dailies to elaborate on ASUS' India first commitment, H-1 numbers of 2023, projections for 2024 across business categories and plans to set up a larger manufacturing plant in India

We scheduled Peter Chang, Eric Ou and Arnold Su's interaction with The Times of India's Pankaj Doval(a senior journalist) and Business Standard's Aryaman Gupta (an upcoming journalist in the business beat) that led to a multi-city large format spread and even featured on the publications' online platform.

Despite curbs, Asus eyes double-digit growth in a year

Expects 5-10% rise in festival sales compared to last year

ARYAMAN GUPTA
New Delhi, 19 September

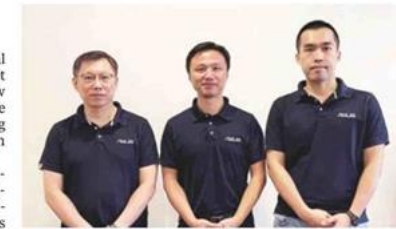
As the Indian personal computer (PC) market has begun to show signs of recovery, Taiwanese PC maker Asus is looking to ramp up its investments in the country.

The firm has not witnessed any operational challenges due to the recent laptop import restrictions imposed by the Centre. It is, in fact, expecting an uptick in festival season sales compared to last year. It is also looking to expand its manufacturing capabilities in India.

"The Indian market has a lot of potential. Right now, it is the biggest contributor for us in the Asia-Pacific region. There is a lot more room to grow in terms of PC penetration, compared to other countries. We believe that we will need to invest in India further. Our investments here will grow in double digits (within a year)," Peter Chang, general manager, Asia-Pacific, systems business at Asus, told *Business Standard*.

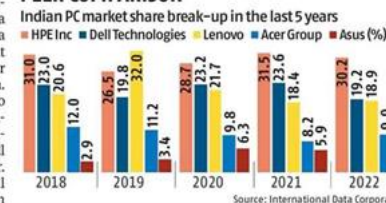
Asus' optimism about the Indian market comes at a time when global PC makers have been reeling from the government's recently-introduced laptop import restrictions.

In an official notification on August 3, the government announced that import of laptops, tablets and PCs will be restricted with immediate



(From left to right) Asus' senior leadership Eric Ou, Peter Chang, and Arnold Su PHOTO: ASUS

PEER COMPARISON



its entire supply chain to India will, however, be a challenge, according to the firm's management.

"From the next financial year, we will also be working with an international electronics manufacturing service (EMS) partner to boost local production. We are working with the ministry of electronics and information technology (MeitY) very closely. We already have manufacturing

even if there is a decrease in overall PC shipments, our market share has meaningfully increased," said Arnold Su, business head, consumer and gaming PC, Systems Business Group, Asus India.

Although PC shipments (including desktops, notebooks, and workstations) declined 15.3 per cent year-on-year (Y-o-Y) to 3.2 million units in the second quarter of 2023, the market grew 5.9 per cent on

Asus ropes in Flex to set up India factory To Bring Key Part Suppliers From China

Pankaj Doval@timesgroup.com

New Delhi: Taiwanese laptop major Asus is getting its key component suppliers from China, its biggest manufacturing location, to India as the company sets up a new factory in Chennai through its contract manufacturer Flex, in a boost to the government's 'Make in India' initiative.

Banking on the government's revamped Rs 17,000-crore production-linked incentive (PLI) scheme for IT hardware, the \$15 billion Taiwanese company, which earlier manufactured some of its products at a factory in Noida, is now working on a plan to aggressively expand production in India. It expects demand to grow rapidly here, while China, US and the major Western markets witness a slowdown.

"Asus is one of the fastest-growing notebook brands in India and we will now expand our product line-up and business operations here in line with the growing scale of business as well as market potential," Peter Chang, general manager for Asus' Asia Pacific System Business Unit, told *TOI* here.

The company currently gets almost 80% of its production from China, and the rest through Taiwan, Brazil, Europe, and Indonesia. "As

Asus is one of the fastest-growing notebook brands in India and we will now expand our product line-up and business operations here in line with growing scale of business as well as market potential

As we expand in India in line with the PLI scheme, this country may emerge as the second-largest, or at the most third manufacturing site for us globally over the next few years

While India is a growing market, Chinese market has come down significantly



Peter Chang, GENERAL MANAGER FOR ASUS'S ASIA PACIFIC SYSTEM BIZ UNIT

we expand in India in line with the PLI scheme, this country may emerge as the second-largest, or at the most third manufacturing site for us globally over the next few years."

Asus, originally operating in India through gaming laptops, has been expanding its product line-up and currently has an 18% share in the consumer notebook business, while having around 5% share in commercial notebook and consumer desktops. "Originally, we were present through the online channels, but are now expanding in offline as well."

Chang said the company is encouraged by the revamped PLI scheme for IT hardware, investment and localisation milestones mandated in that. "We took our time to understand the policy and how to comply with the provisions therein, after it was announced. We now feel com-

fortable with the scheme, which has prompted us to ramp up our local production plans."

The company is scouting for local vendors for key parts, such as, PCB (printed circuit board), memory units, and chassis. "We need to find suppliers here and are also talking to our vendors in China, Taiwan and Korea."

The Indian computer market saw sales of around 10-11 million units last year, and Chang said it has the potential to gain scale of China, that currently sells around 25-30 million units. "While India is a growing market, the Chinese market has come down significantly." Chang said there are no immediate plans to export from India as most of the manufacturing will be used for local usage. "There is sufficient demand here, which needs to be met first. Only after that, we can consider exports."

ALLY | MEDIA INTERACTIONS

Successfully concluded media interactions for the launch of ROG Ally with **Mr. Arnold Su - Business Head, Consumer & Gaming PC, System Business Group, Asus India** with key mainline, tech and e-sports publications such as **IANS, Business Standard, Financial Express, Gadgets 360, Stuff, IGN & India Today Gaming**. Resulting in **14 online media** & **14 Print stories**, reaching over **111+ Mn** people.

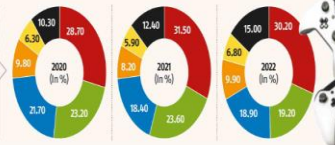
Gadgets 360

Is India Ready for the Asus ROG Ally Handheld Gaming PC? Interview With Arnold Su



When we asked Asus India if they cooked a secret sauce with AMD to get this level of performance, Arnold Su, the Vice President, Consumer & Gaming PC, System Business Group, Asus India said that "The hardware and features integrated to the console are done via multiple levels of research and testing. We collaborated with AMD and built the Z1 Extreme CPU that features 8 cores and 16 threads, ensuring optimum performance without sacrificing battery life. This has been customised and designed specially for handheld devices, keeping its form factor, thermal envelope and use cases in mind."

Asus has gaming in line of sight in India playbook



Year	HP	Lenovo	Acer	ASUS	Others
2020	28.70	22.20	21.70	6.80	8.50
2021	31.50	23.60	18.40	8.30	5.90
2022	30.20	19.20	18.90	15.00	6.80

Arnold Su, Vice President, Consumer & Gaming PC, System Business Group, Asus India

Games Indians play



Arnold Su, Vice President, Consumer & Gaming PC, System Business Group, Asus India


Asus ROG Ally excels in gaming as well as in providing OTT entertainment: Arnold Su



Arnold Su, Vice President, Consumer & Gaming PC, System Business Group, Asus India

Asus ROG Ally in-depth review

An ally worth saving up for



When we asked Asus India if they cooked a secret sauce with AMD to get this level of performance, Arnold Su, the Vice President, Consumer & Gaming PC, System Business Group, Asus India said that "The hardware and features integrated to the console are done via multiple levels of research and testing. We collaborated with AMD and built the Z1 Extreme CPU that features 8 cores and 16 threads, ensuring optimum performance without sacrificing battery life. This has been customised and designed specially for handheld devices, keeping its form factor, thermal envelope and use cases in mind."

Arnold Su Vice President - Consumer and Gaming PC, Asus India Shares the Vision Behind ROG Ally



Arnold Su, Vice President, Consumer & Gaming PC, System Business Group, Asus India

Asus India Exec Arnold Su Talks About ROG Ally, Market Impact, Innovations, Gaming Community, Esports, Demands From Gamers, and More



Arnold Su, Vice President, Consumer & Gaming PC, System Business Group, Asus India

ANNOUNCEMENTS & ENGAGEMENTS

SOFT PROFILING

Mr. Arnold Su, Vice President - PC & Gaming Business, ASUS India, was featured in Mint Lounge - Monday Motivation. The article highlighted his journey in ASUS India, his career, and athletic pursuits



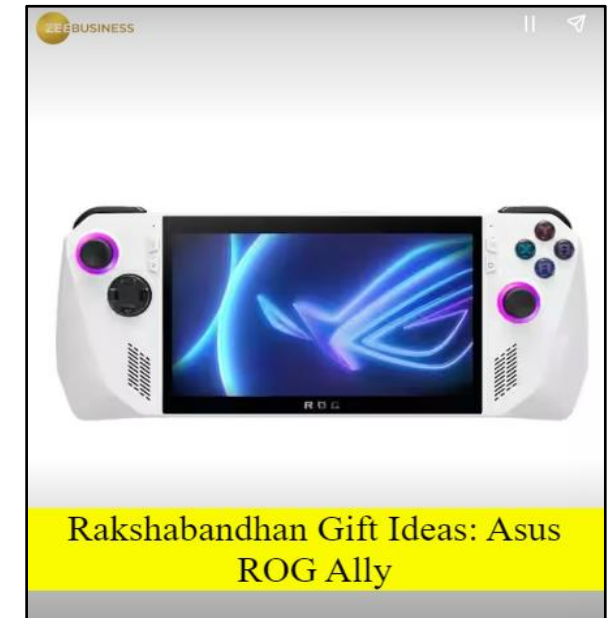
MARKETING STRATEGY

In an interaction with Financial Express for its AdTalk column, **Mr. Paramjeet Singh**, Marketing Head- Consumer PC and Gaming, Systems Group, ASUS India, elaborated on his views on the upcoming trends in the marketing industry

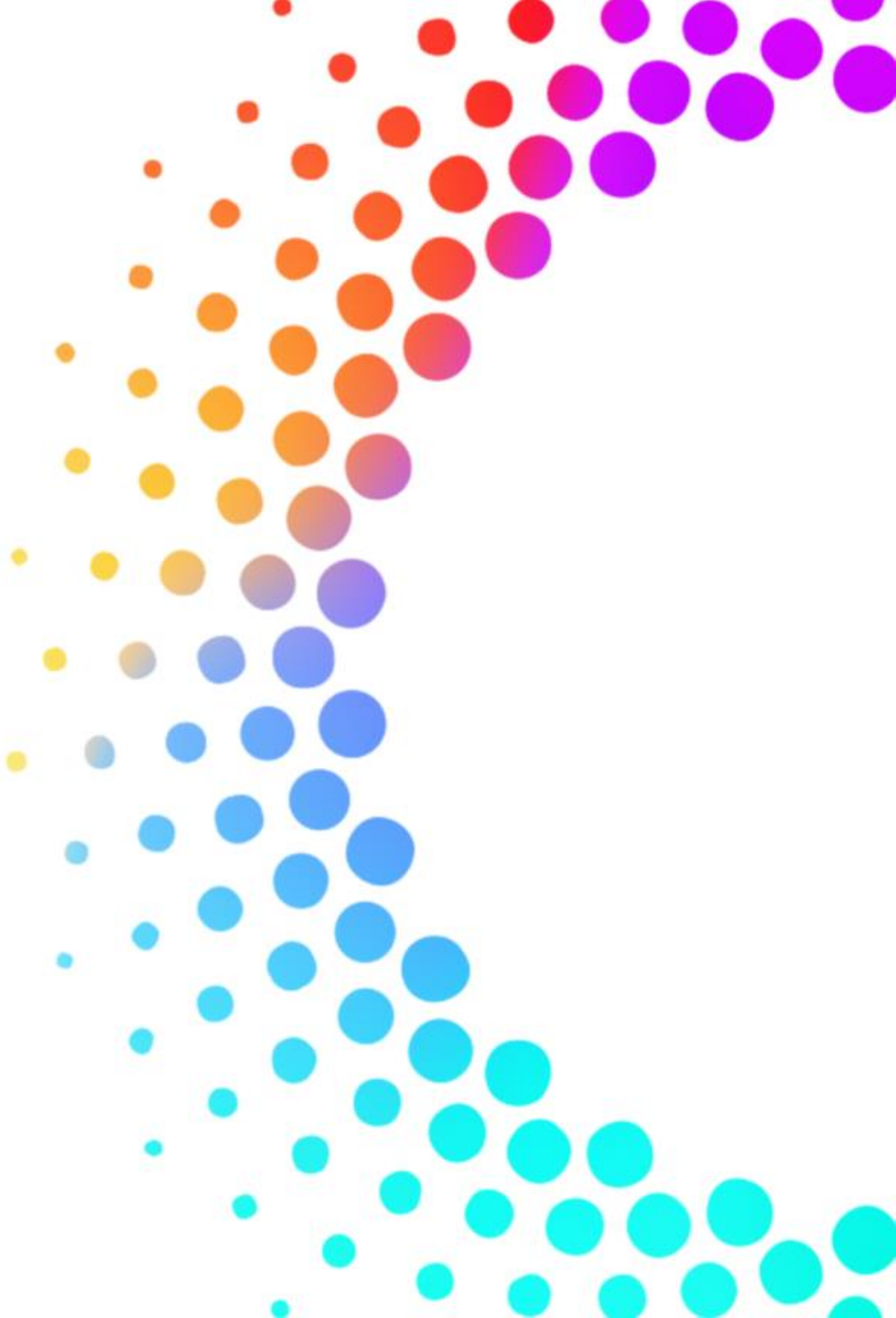


INDUSTRY STORY PARTICIPATION

The key products launched this year during Q2 and Q3 were featured in gifting stories by leading tech publications such as **Times Now, Gizbot, Zee Business, and Mashable**, among others.



OPINION PIECES



ASUS HOLDS NO. 2 CONSUMER NOTEBOOK BRAND IN 2 CONSECUTIVE QTRS

TIMES NOW
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TRENDING: Happy Ganesh Chaturthi | Parliament LIVE | MRN Summit Chhattisgarh | Aditya-L1 | Viral Video | Amazing
 Home > Technology Science
ASUS India Defies Market Decline to Secure No. 2 Spot in Consumer Notebooks
 Amidst a market decline, ASUS India clinches the No. 2 spot in consumer notebooks for the second consecutive quarter, buoyed by innovative campaigns and strategic focus on educational and governmental sectors.
 The Tech Desk | Updated Sep 5, 2023 | 02:11 PM IST

TechnoSports
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 August 29, 2023
ASUS grabs 18.2% market share in Q2 2023 to be the Number 2 in India
 ASUS India, a Taiwanese technology giant, has become the No. 2 consumer notebook company in India for 2 consecutive quarters and has been recognized as the No. 2 Company in the entire Consumer PC for the first time (Including O2A/GS).
ASUS becomes the No. 2 consumer notebook company for the 2 consecutive quarters in India with an 18.2% market share in Q2 2023

Adgully | ADVERTISING | MARKETING | MEDIA | PR | EXCLUSIVES | EVENTS | UPCOMING
ASUS secures 18.2% market share in Q2 2023
FORTUNE WORLD'S MOST ADMIRED COMPANIES 2023
 August 29, 2023
 An AdFilter 2023: A Game-Changer in High-Speed Wireless Internet
 Julian Odekerken joins Quest Global as AI and SC Head, P&G in Interview
 August 29, 2023
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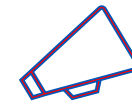
Retail & Business
Retail India News: ASUS Emerges as No. 2 Consumer Notebook Brand in India, Continues Growth Streak
 BY **Indian Retailer Bureau**
 Sub-Editor
 Aug 29, 2023 | 4 MIN READ
ASUS Emerges as No. 2 Consumer Notebook Brand in India, Continues Growth Streak
 IndianRetailer.com
 ASUS India, the Taiwanese technology powerhouse, has achieved a significant milestone by securing the No. 2 position in the consumer notebook category in India for two consecutive quarters. Furthermore, ASUS has earned recognition as the No. 2 company in the entire Consumer PC sector, which includes Desktop, ITD and All-in-One.

MEDIA BRIEF
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 Profiles | Companies and Agencies
ASUS secures 2nd spot in India's consumer notebook market for 2nd consecutive quarter with 18.2% market share in Q2 2023
 By NewsDesk | August 30, 2023
MEDIA BRIEF
ASUS
 Inspiring Innovation • Persistent Perfection

ASUS becomes the No. 2 consumer notebook company for the 2 consecutive quarters in India with a 18.2% market share in Q2 2023
 CXOtoday News Desk | 3 weeks ago
CXOtoday.com
 IT Perspective for Decision Makers
ASUS

September 18, 2023
ITVoice
 IT IN DEPTH
 HOME | INDUSTRY | NEWS | GAMING | INTERVIEW | E-PUBLISHING | IT TALKS | TECH SHORTS | TECH
 AUGUST 26, 2023 | ASUS / NEWS | 1 MIN READ
ASUS BECOMES THE NO. 2 CONSUMER NOTEBOOK COMPANY FOR THE 2 CONSECUTIVE QUARTERS IN INDIA WITH A 18.2% MARKET SHARE IN Q2 2023
ASUS

September 18, 2023
ASUS IN SEARCH OF INCREDIBLE
 "We are dedicatedly working towards our mission and hoping to capture the No 1 position in the upcoming quarter"
Mr. Arnold Su
 Vice President, Consumer & Gaming PC, System Business Group, ASUS India
ASUS Emerges as 2nd Leading Consumer Notebook Brand for Second Consecutive Quarter in India
 NDM News Network
 Published: 29th Aug, 2023 at 5:50 PM
dt
 DIGITAL TERMINAL



19
Total Stories



70%
CAT A Impressions

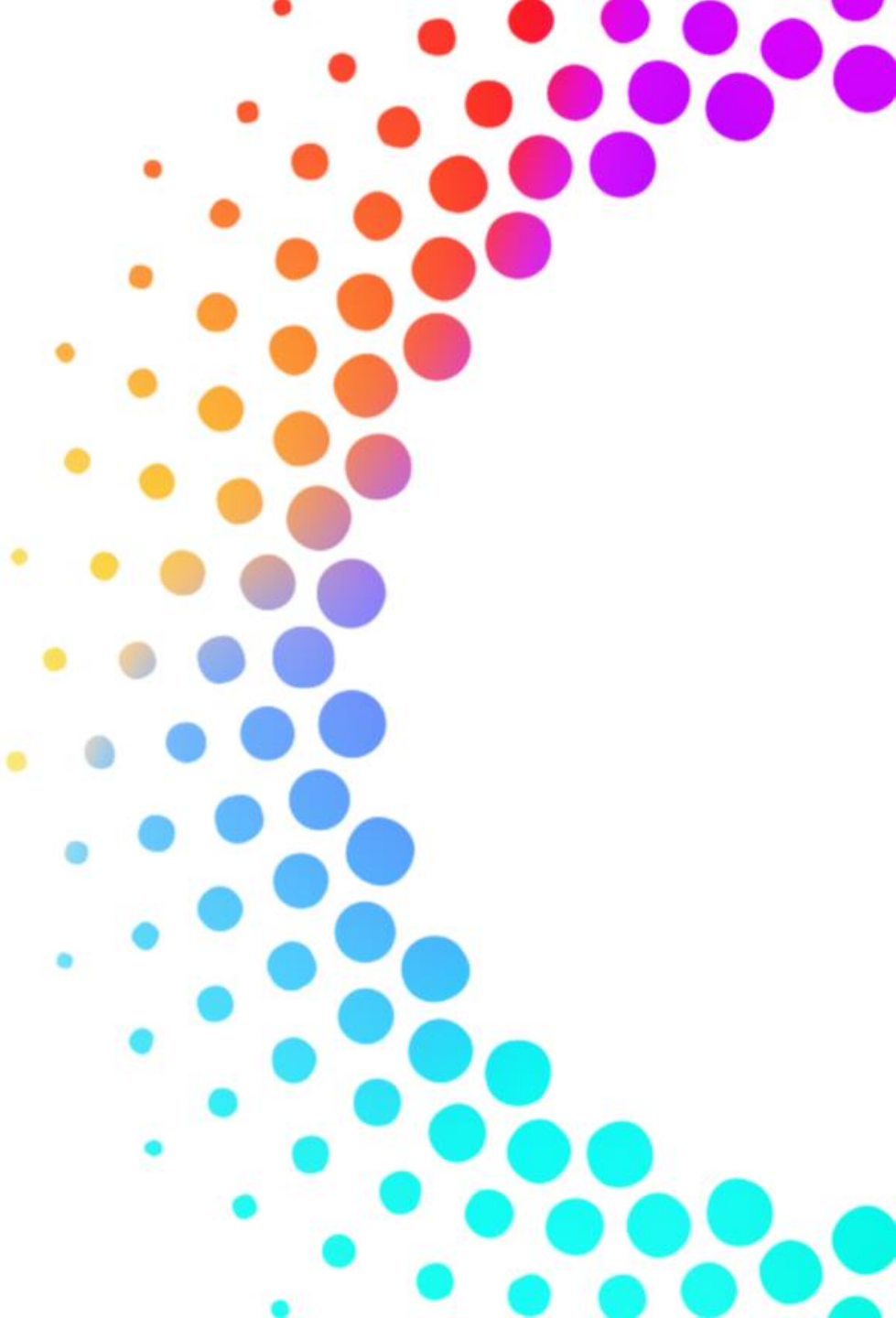


98%
Positive Stories



32Mn+
Total Reach

RETAIL EXPANSION



200th STORE LAUNCH

Continuing to strengthen consumer trust in India and put a concerted effort towards defining the overall purchase experience for consumers, we launched ASUS' 200th milestone store via a press event in Delhi on 4th March.

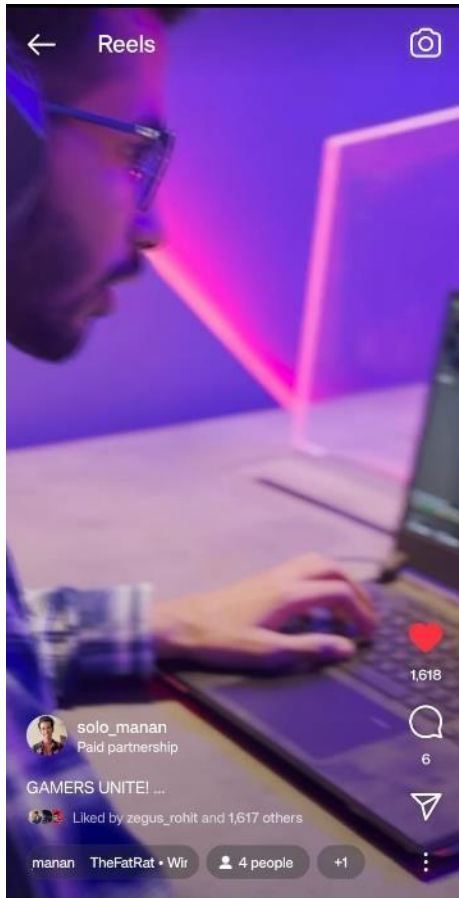
The 200th store was inaugurated in the presence of Rajiv Makhni, Managing Editor, Technology, NDTV Anchor - Gadget Guru. This was followed by a candid interaction by Rajiv with Leon Yu and Arnold Su along with the walk-around shoot of ROG Zone at the store.

- On the sideline of the launch, we organized select interactions of Arnold Su with: **HBL, ET Retail & PTI**. It was followed by National release issuance
- The launch garnered a total of **53 high impact stories**
- Owing to the focused approach on inviting a mix of publications, the event was attended by key media entities from wires, financials, electronics, vernaculars, and trade publications
- 6 media publications- **Financial Express, PTI, NDTV, and IGN** amongst others attended the event



200th STORE LAUNCH

To amplify the launch and gaming zone at the store, we also invited gaming influencers - Solo Manan, Mackle, Rushali, and Hathoda



REACH- 15679
LIKES- 1674
COMMENTS- 6
SAVES- 15



REACH- 6159
LIKES- 675
COMMENTS- 5
SAVES- 5



REACH- 1837
LIKES- 223
COMMENTS- 1
SAVES- 1



REACH- 5316
LIKES- 1124
COMMENTS- 14
SAVES- 26

RETAIL EXPANSION

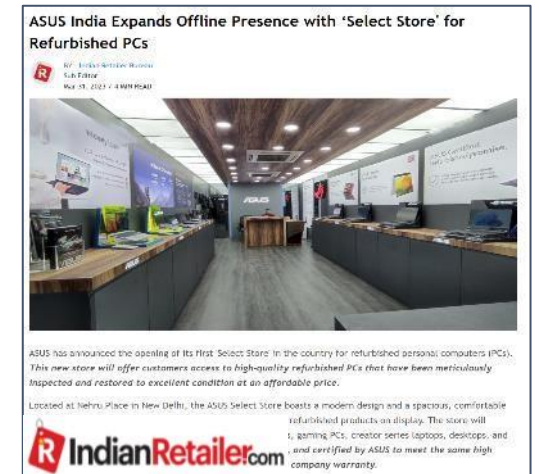
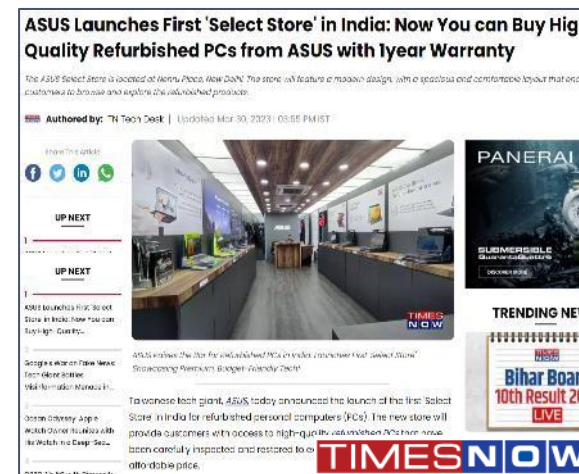
3rd Pegasus Store in Delhi

- The launch garnered a total of **14+ high-impact stories**
- Standalone story in **Indian Retailer**, India's largest news, information and market intelligence provider in the retail sector that demystified ASUS' disruptions in consumer technology
- Leading retail publications like – **Indian retailer, RAI** amongst others attended the event



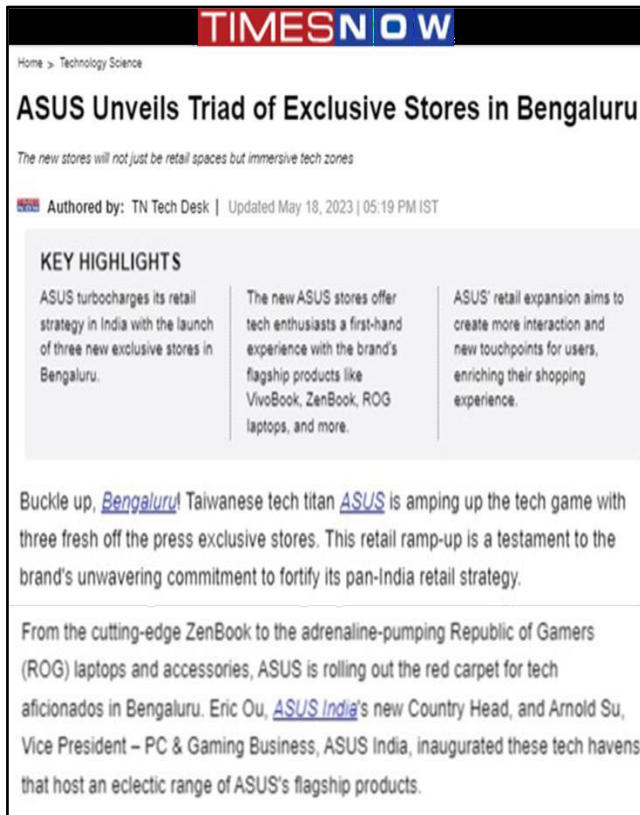
Select Store Announcement

- ASUS announced the launch of the first 'Select Store' in India for refurbished personal computers (PCs)
- We garnered a total of **18 media exposures** in top publications like Times Now News, Retail4Growth and India Retailing



EXCLUSIVE STORES LAUNCH IN BENGALURU

Announced the opening of 3 Exclusive Stores in Bengaluru in regional as well as national media. The announcement was reported in **17 media platforms** including Times Now, Gadgets Now, ABP Live, and Digital Terminal to name a few, generating a potential **reach of 332 K+**



TIMES NOW

Home > Technology Science

ASUS Unveils Triad of Exclusive Stores in Bengaluru

The new stores will not just be retail spaces but immersive tech zones

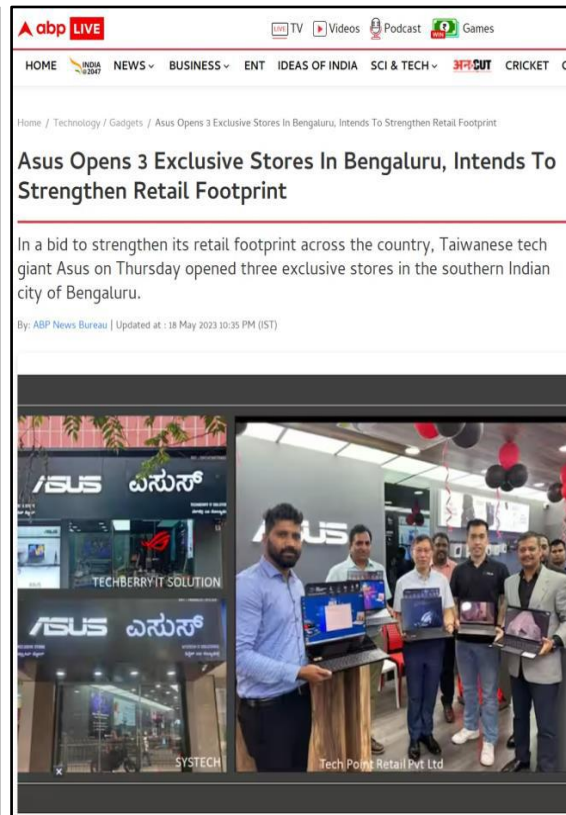
Authored by: TN Tech Desk | Updated May 18, 2023 | 05:19 PM IST

KEY HIGHLIGHTS

- ASUS turbocharges its retail strategy in India with the launch of three new exclusive stores in Bengaluru.
- The new ASUS stores offer tech enthusiasts a first-hand experience with the brand's flagship products like VivoBook, ZenBook, ROG laptops, and more.
- ASUS' retail expansion aims to create more interaction and new touchpoints for users, enriching their shopping experience.

Buckle up, Bengaluru! Taiwanese tech titan ASUS is amping up the tech game with three fresh off the press exclusive stores. This retail ramp-up is a testament to the brand's unwavering commitment to fortify its pan-India retail strategy.

From the cutting-edge ZenBook to the adrenaline-pumping Republic of Gamers (ROG) laptops and accessories, ASUS is rolling out the red carpet for tech aficionados in Bengaluru. Eric Ou, ASUS India's new Country Head, and Arnold Su, Vice President – PC & Gaming Business, ASUS India, inaugurated these tech havens that host an eclectic range of ASUS's flagship products.



abp LIVE


HOME NEWS BUSINESS ENT IDEAS OF INDIA SCI & TECH 3P-CUT CRICKET OT

Home / Technology / Gadgets / Asus Opens 3 Exclusive Stores In Bengaluru, Intends To Strengthen Retail Footprint

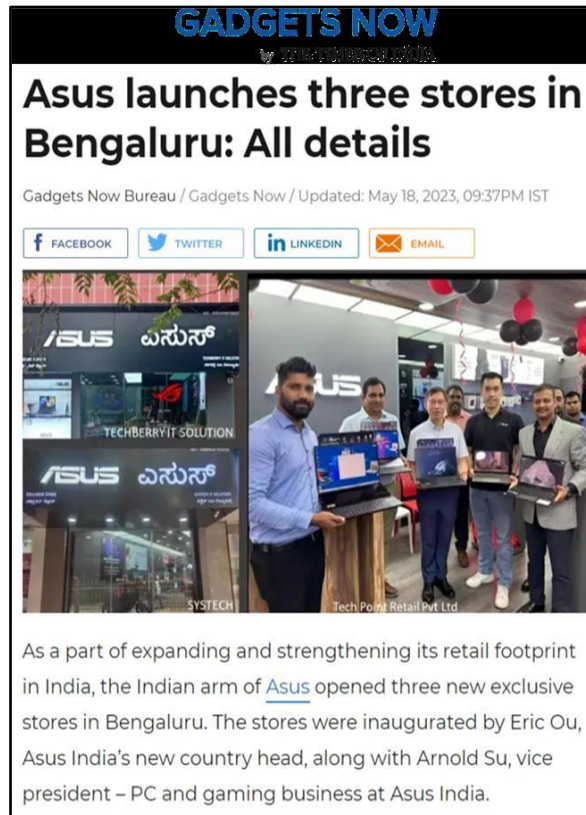
Asus Opens 3 Exclusive Stores In Bengaluru, Intends To Strengthen Retail Footprint

In a bid to strengthen its retail footprint across the country, Taiwanese tech giant Asus on Thursday opened three exclusive stores in the southern Indian city of Bengaluru.

By: ABP News Bureau | Updated at : 18 May 2023 10:35 PM (IST)



ASUS ಏಸುಸ್
TECHBERRY IT SOLUTION
SYSTECH
Tech Point Retail Pvt Ltd




GADGETS NOW

Asus launches three stores in Bengaluru: All details

Gadgets Now Bureau / Gadgets Now / Updated: May 18, 2023, 09:37PM IST

FACEBOOK TWITTER LINKEDIN EMAIL



ASUS ಏಸುಸ್
TECHBERRY IT SOLUTION
SYSTECH
Tech Point Retail Pvt Ltd

As a part of expanding and strengthening its retail footprint in India, the Indian arm of Asus opened three new exclusive stores in Bengaluru. The stores were inaugurated by Eric Ou, Asus India's new country head, along with Arnold Su, vice president – PC and gaming business at Asus India.



IndiaRetailing.com

Consumer Durables & IT | Latest News

Tech major Asus launches three stores in Bengaluru

By IndiaRetailing Bureau | May 19, 2023 | 116 | 0



ASUS ಏಸುಸ್
EXCLUSIVE STORE
SYSTECH IT SOLUTIONS
ವಿಶೇಷ ಆಸು ಸ್ಟೋರ್
ಸಿಸ್ಟೆಕ್ ಇಟ ಸಲ್ಯೂಷನ್ಸ್

ASUS LAUNCH OF EXCLUSIVE STORE IN GURUGRAM

- We announced the launch press release of the second Exclusive Store in Gurugram, Haryana, we garnered 19 media impressions so far, in print and online editions, in publications such as **ABP Live, Gadgets Now, The Statesman, India Retailing, Passionate in Marketing, Digital Terminal**, among others, with a cumulative reach of **19 M+**



GADGETS NOW
by THE TIMES OF INDIA

NEWS COMPARE GADGETS SLIDESHOWS GAMES REVIEWS VISUAL STORIES MORE

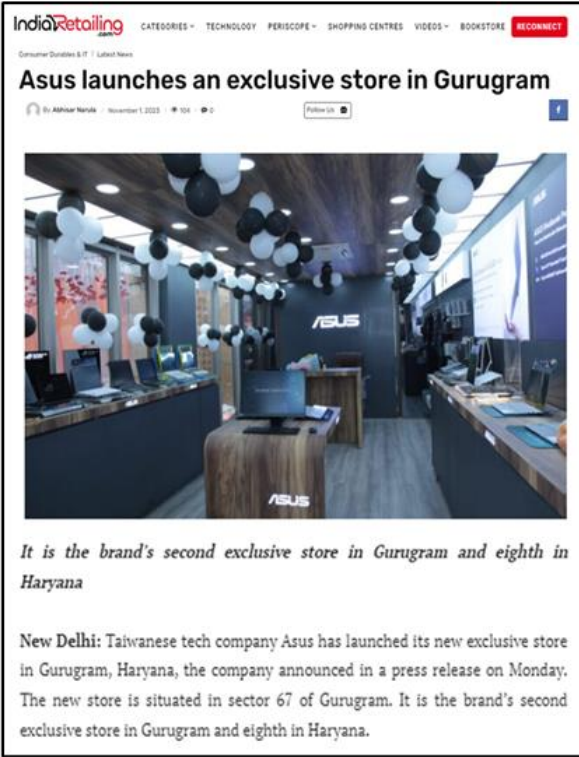
TOP SEARCHES Haier Washing Machine Haier TV Google Photos Apple TV Pixel Phones Oppo

GADGETS NOW / NEWS / TECH NEWS / Asus launches new exclusive store in Gurugram

Asus launches new exclusive store in Gurugram

Gadgets Now Bureau / Gadgets Now / Updated: Oct 31, 2023, 10:10PM IST

FACEBOOK TWITTER LINKEDIN EMAIL

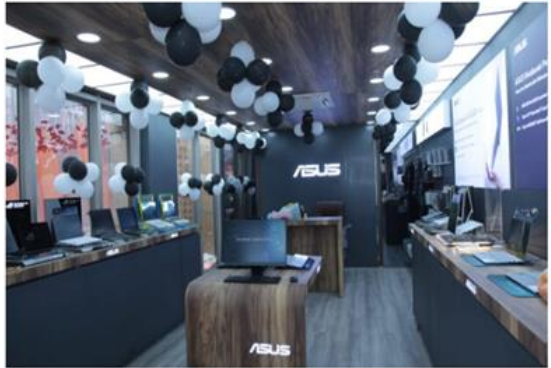


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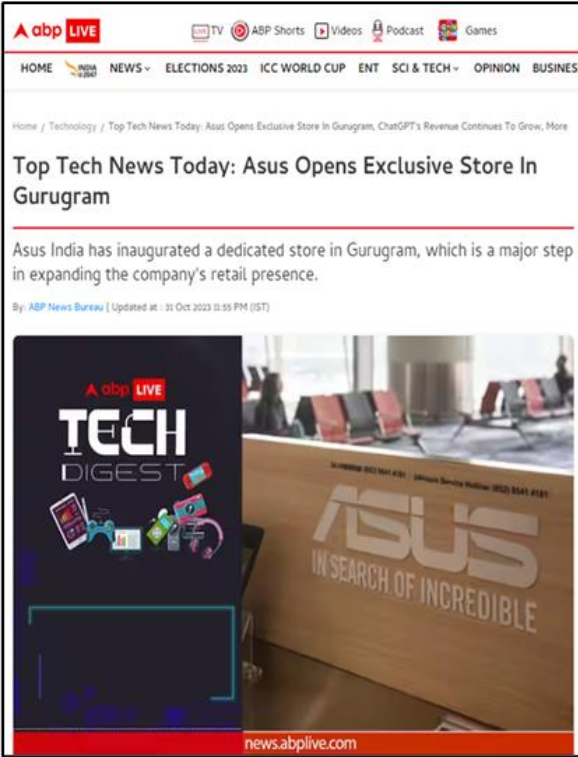
Asus launches an exclusive store in Gurugram

By Ashish Nanda · November 1, 2023 · 101 · 0



It is the brand's second exclusive store in Gurugram and eighth in Haryana

New Delhi: Taiwanese tech company Asus has launched its new exclusive store in Gurugram, Haryana, the company announced in a press release on Monday. The new store is situated in sector 67 of Gurugram. It is the brand's second exclusive store in Gurugram and eighth in Haryana.



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HOME NEWS ELECTIONS 2023 ICC WORLD CUP ENT SCI & TECH OPINION BUSINESS

Home / Technology / Top Tech News Today: Asus Opens Exclusive Store in Gurugram, ChatGPT's Revenue Continues To Grow, More

Top Tech News Today: Asus Opens Exclusive Store In Gurugram

Asus India has inaugurated a dedicated store in Gurugram, which is a major step in expanding the company's retail presence.

By ABP News Bureau | Updated at : 31 Oct 2023 02:55 PM (IST)



news.abplive.com



PASSIONATE IN MARKETING NEWS & ARTICLES RESEARCH REPORTS TALK & EVENTS

ASUS strengthens pan India retail strategy with the launch of Exclusive Store in Gurugram

By Passionate in Marketing · November 1, 2023 · 158 · 0

FACEBOOK TWITTER G+ P



ASUS strengthens pan India retail strategy with the launch of Exclusive Store in Gurugram

INDEPENDENCE SALE OFFERS

ASUS Rolls Out Independence Day Offers: Extended Warranty and Local Damage Protection at Unprecedented Prices

ASUS India announces a special Independence Day offer for its coveted TUF F15 and Vivobook Pro 15 series, providing a unique opportunity for buyers to avail extended warranties and damage protection at nearly no additional cost.

Asus Independence Day sale: Check top offers on TUF Gaming F15, Vivobook Pro 15 series, more

ASUS India has announced its Independence Day offers on its TUF F15 and Vivobook Pro 15 series. These offers are available from August 4 to August 15.

ASUS Independence Sale Offers on TUF F15 and Vivobook Pro 15 laptops

ASUS India has announced its Independence Day offers on its TUF F15 and Vivobook Pro 15 series. These offers are available from August 4 to August 15.

ASUS Independence Day Sale 2023: Get 2 Years Of Additional Warranty And 3 Years Of Local Damage Protection At Just Rs 1; Here's How

ASUS India has announced its Independence Day sale on select laptop models and is also offering some great offers including the 2 years of additional warranty and 3 years of local damage protection at just Rs 1. It can be availed by going to company's official website.

Your bad laptop will be fixed in 1 rupee, this company has taken out a Day offer

Asus Offering Additional Warranty and Damage Protection at Re 1 under Independence Day Offer In India

ASUS is Offering Additional Warranty And Damage Protection at Re 1 under Independence Day Offer In India

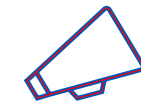
India is gearing up for its 77th Independence Day on August 15. This is also the time when major e-commerce platforms Amazon and Flipkart are conducting their Great Freedom Festival and Big Savings Days sale respectively. Additionally, a host of electronic brands are also running festive offers. Now, Taiwanese brand ASUS has also announced an Independence Day offer in the country. Read on to know the details below.

Asus Independence Day Sale 2023: Amazing deals on the best products, all you must know before you buy

ASUS India has announced its Independence Day offers on its TUF F15 and Vivobook Pro 15 series. These offers are available from August 4 to August 15.

Asus launches Independence Day offer, now you can get your laptop repaired for 1 rupee

ASUS India has announced its Independence Day offer on its TUF F15 and Vivobook Pro 15 series. These offers are available from August 4 to August 15.



12
Total Stories



70%
CAT A Impressions



98%
Positive Stories



113 Mn+
Total Reach

BRAND RESUME WITH ALLY

- We announced the launch of ASUS ROG Ally's maiden campaign," **'Khelon Ka Pitara'** to debunk the myth that indulging in online gaming should only be prevalent in Gen Z and young adults
- The campaign announcement secured 20+ stories with prominent publications like that of **The Economic Times-Brand Equity, Financial Express and Afaqs** carrying the announcement
- 100% of the stories captured the primary and secondary messaging
- 70% of the stories mentioned the campaign name in the headlines



20+

Total Stories

100%

Messaging captured

SNAPSHOTS

ASUS India goes the nostalgia route with 'Khelon ka pitara' campaign

The video campaign traces the evolution from the early days of handheld battery-powered devices to exhilarating multiplayer gaming marathons in cybercafes, weaving a narrative that mirrors the growth of gaming technology over the past few decades. It not only showcases the competitive spirit but also captures the deep sense of satisfaction and joy experienced while immersing in the world of gaming.



BE Staff • ETBrandEquity
Updated On Oct 9, 2023 at 04:02 PM IST



ET BRAND EQUITY.com

ASUS launches 'Khelon Ka Pitara' campaign

The Indian online gaming ecosystem has received growing acceptance as a preferred mode of entertainment

Written by [BrandWagon Online](#)

October 9, 2023 19:00 IST



ASUS ROG

FINANCIAL EXPRESS



Khelon Ka Pitara

afaqs!

By afaqs! news bureau | Published: 9 Oct 2023, 5:42 IST

ADVERTISING

ASUS India's new campaign 'Khelon Ka Pitara' encourages millennials to rediscover their passion for gaming

ASUS India opens 'Khelon Ka Pitara'

The campaign encourages millennials to resume their passion for gaming

e4m Staff
Published: Oct 9, 2023 3:15 PM | 2 MIN READ



ASUS India takes the nostalgia route in its latest campaign

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ADVERTISING

2 MINUTES TO READ
OCT 11, 2023

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News in the domain of Advertising, Marketing, Media and Business of Entertainment



Khelon Ka Pitara

ASUS ROG Presents #ResumewithROGAlly
ft. Ronit Roy

RELATED ITEMS
PARAMJEET SINGH
ASUS INDIA
KHELOON KA PITARA

ASUS India, a Taiwanese technology giant and the leading gaming brand in India, today launched the new campaign "Khelon Ka Pitara" featuring **Ronit Roy** as the protagonist. The campaign takes viewers on an emotional journey, exploring how millennials have witnessed the transformation of gaming devices in the country. Through this evocative video, the brand strives to bring back the excitement and joy that millennials felt when they played games and inspire them to start playing again. It is all about reigniting that passion for gaming with #ResumewithAlly.

The video campaign traces the evolution from the early days of handheld battery-powered devices to exhilarating multiplayer gaming marathons in cyber cafes, weaving a narrative that mirrors the growth of gaming technology over the past few decades. It not only showcases the competitive spirit but also captures the deep sense of satisfaction and joy experienced while immersing in the world of gaming.



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FINANCIAL EXPRESS

BRANDWAGON

"The campaign is designed to establish a meaningful connection with the millennials"

DIGITAL TERMINAL DIGITAL TERMINAL DIGITAL TERMINAL DIGITAL TERMINAL

Mr. Paramjeet Singh
Marketing Head Consumer PC & Gaming, Systems Group, Asus India

ASUS
IN SEARCH OF INCREDIBLE



Commenting on the launch of "Khelon Ka Pitara," **Paramjeet Singh, Marketing Head Consumer PC & Gaming, Systems Group at Asus India** said, "In the dynamic landscape of technological evolution proliferating across human generations, we are proud to introduce our latest campaign, "Khelon Ka Pitara. The campaign is designed to establish a meaningful connection with the millennials, who were the first generation to start gaming and facilitate a bridge to their Gen Z and Alpha kids, who

THE TIMES OF INDIA | INDUSTRY STORY

- The industry story by The Times Of India around the PLI scheme, mentioned ASUS **with reference to the interaction of TOI journalist during Peter Chang's visit to India.**
- The story elaborated on the investment plan of the brand as well as getting its key suppliers to invest in India.

Taiwanese major Asus has similar plans. The \$15 billion electronics maker, which earlier manufactured some of its products at a factory in Noida, has now started aggressive expansion plans for production in India as part of which it has started to migrate its suppliers from China. It has also partnered Flex for this expansion.



The screenshot shows the top portion of a news article on the Times of India website. At the top, it displays the edition as 'IN', the location as 'DELHI' with a temperature of '27°C', and the site's name 'THE TIMES OF INDIA' with a 'SUBSCRIBE' button. Below this is a navigation bar with 'Business' selected, and links for 'India Business', 'International Business', 'Don't Get Scammed', 'NEW Cryptocurrency', 'Financial Calculators', and 'TOI Dialogues'. The article's breadcrumb trail reads 'NEWS / BUSINESS NEWS / Laptop Makers Need To Fulfil Promises Of Domestic Manufacturing'. A 'TRENDING' section lists 'Vande Bharat Sleeper train', 'Air India', 'IndusInd Bank Q2 Results', 'Wipro CEO', and 'Bank Holidays in October'. The main headline is 'Laptop makers need to fulfil promises of domestic manufacturing'. Below the headline, it shows the author 'Pankaj Doval / TNN' and the update time 'Updated: Oct 20, 2023, 06:57 IST'. There are icons for '200 PTS', 'SHARE', 'PRINT', 'AA', and 'FOLLOW US'. A text box contains a snippet of the article: 'Laptop makers in India will need to provide regular updates on their manufacturing plans to the government or risk facing cuts in import quotas. The government has rolled out an 'import management system' with a focus on localisation or ... Read More'. At the bottom of the screenshot is an image of three laptops on a green surface, with the central one displaying a colorful abstract background.

THE ECONOMIC TIMES | INDUSTRY STORY

- The industry story by **The Economic Times** (print and online) highlighted the launch of ASUS Select stores across India to tap into the rising demand for refurbished devices nationwide.
- The story was also **picked up in NavBharat Times, print edition.**



पुराने लैपटॉप-PC का नया बाज़ार बना रहीं कंपनियां सस्ते होने से रिफर्बिश्ड डिवाइस खरीदने में भी लोग दिखा रहे दिलचस्पी

Brahmansh.Yadav@timesgroup.com

ऑनलाइन या हाइब्रिड मोड में शिफ्ट होते कामकाज ने लैपटॉप-पर्सनल कंप्यूटर की जरूरत बढ़ा दी है। हालांकि इनकी खरीदारी में ग्राहकों का रुझान बदल रहा है। पुराने कंप्यूटर खरीदने में भी अब लोग दिलचस्पी दिखा रहे हैं। इसकी एक वजह नए कंप्यूटर के दाम में बढ़ोतरी भी है। यूज्ड और रिफर्बिश्ड कंप्यूटर-लैपटॉप नई डिवाइस के मुकाबले सस्ते मिल जाते हैं। लोकल बाजारों में सेकंड हैंड प्रोडक्ट की सेल-परचेज का कल्चर लंबे समय से है, लेकिन पिछले कुछ सालों में कई कंपनियों और ई-कॉमर्स वेबसाइट भी रिफर्बिश्ड डिवाइस के मार्केट में उतर गई हैं।

अब एचपी और आसुस जैसे टेक कंपनियों रिफर्बिश्ड मार्केट में संभावनाएं तलाश रही हैं। खुद के रिटेल स्टोर खोल ख़ास तौर पर रिफर्बिश्ड लैपटॉप और पर्सनल कंप्यूटर की विक्री को जा रही है। इंडस्ट्री एक्सपर्ट्स का कहना है कि कंप्यूटर बनाने वाली कंपनियां अपना मार्केट बेस बढ़ाने के

ये कंपनियां हैं आगे

- HP सब्सक्रिप्शन मॉडल पर मुहैया करा रही रिफर्बिश्ड प्रोडक्ट
- 20 से 30 प्रतिशत तक कम रेट पर मिलेगी आसुस की रिफर्बिश्ड डिवाइस

लिए रिफर्बिश्ड प्रोडक्ट्स की तरफ रुख कर रही हैं। यह तब हो रहा है कि जब भारत में कमजोर मांग के कारण शिपमेंट में गिरावट आ रही है और सरकार की ओर से प्रोडक्ट्स की लोकल असेंबलिंग के लिए ब्रैड्स पर दबाव डाला जा रहा। आसुस ने रिफर्बिश्ड प्रोडक्ट की विक्री के लिए तीन रिटेल स्टोर्स खोले हैं। जो दिल्ली, कोलकाता, मुंबई में हैं। आसुस इंडिया में कंस्यूमर और गेमिंग पीसी के बिजनेस हेड अर्नोल्ड सू का कहना है कि रिफर्बिश्ड लैपटॉप की मांग सप्लाय से कहीं ज्यादा है। आसुस के सिलेक्ट स्टोर्स में 20 से 30%

डिमांड कहां ज्यादा

- एजुकेशन इंस्टिट्यूट
- मीडियम और स्मॉल इंडस्ट्रीज
- पर्सनल यूज के लिए खरीदारी वाले कस्टमर्स
- स्टार्टअप

तक कम रेट पर रिफर्बिश्ड प्रोडक्ट उपलब्ध हैं। जिन पर 1 साल की कंपनी वारंटी देती है। एचपी भी छोटे व्यवसायों और ग्राहकों को 6, 12 या 24 महीने के सब्सक्रिप्शन मॉडल पर रिफर्बिश्ड लैपटॉप और पीसी की पेशकश कर रहा है। एचपी इंडिया के गुरुप्रीत सिंह बराड़ ने कहा कि एचपी की रिफर्बिश्ड लैपटॉप सेल उन लोगों के लिए काफी कारगर होने वाली है, जो फाइनेंशियल प्रॉब्लम्स की वजह से लैपटॉप या पीसी नहीं खरीद पा रहे थे। कंपनी के मुताबिक इस रिफर्बिश्ड प्रोग्राम की शुरुआत में फोकस नोटबुक पर रहेगा।

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Consumer Electronics 4 Min Read

As demand for refurbished IT hardware surges, laptop companies click on reboot plan to sell used devices

IT hardware makers like HP and Asus are tapping into the refurbished market to expand their customer base as demand for new laptops declines. These brands are opening their own retail stores dedicated to selling refurbished laptops and PCs or partnering with third-party retailers. This move will help boost the market for IT hardware brands in India, where demand has been weak and the government is promoting local assembly. The demand for refurbished laptops is surpassing supply, prompting manufacturers to explore ways to ramp up production. Refurbished laptops are particularly popular among individuals in rural areas and smaller towns.

Subhrojit Mallick · ET Bureau
Published On Oct 22, 2023 at 12:40 PM IST

IT hardware makers such as HP and Asus are seeing green shoots in the refurbished space to open up a wider market with consumer demand for laptops declining after a surge during the pandemic. Top brands are now opening their own retail stores exclusively selling refurbished laptops and personal computers (PCs) or working with third-party retail partners to cast a wider net to acquire customers who could not afford a PC.

Industry executives and market trackers said the initiative will help boost the total addressable market for IT hardware brands, at a time when shipments have been declining in India on account of poor demand, and brands being pushed by the government to take up local assembly of products.

AS DEMAND FOR REFRUBISHED IT HARDWARE SURGES

Laptop Cos Click on Reboot Plan to Sell Used Devices

IT hardware cos are aiming to tap into a wider mkt

Demand for refurbished products is outpacing supply

Co is targeting small biz and customers on a subscription model of 6, 12 or 24 mths

Asus is pushing its premium range at 20-30% lower cost

Trend is visible amid steady decline in IT hardware shipments

HP is focusing on revamped entry-level products

Asus opening more exclusive stores, HP ties up with certified partners to sell such old products

Subhrojit.Mallick | timesgroup.com

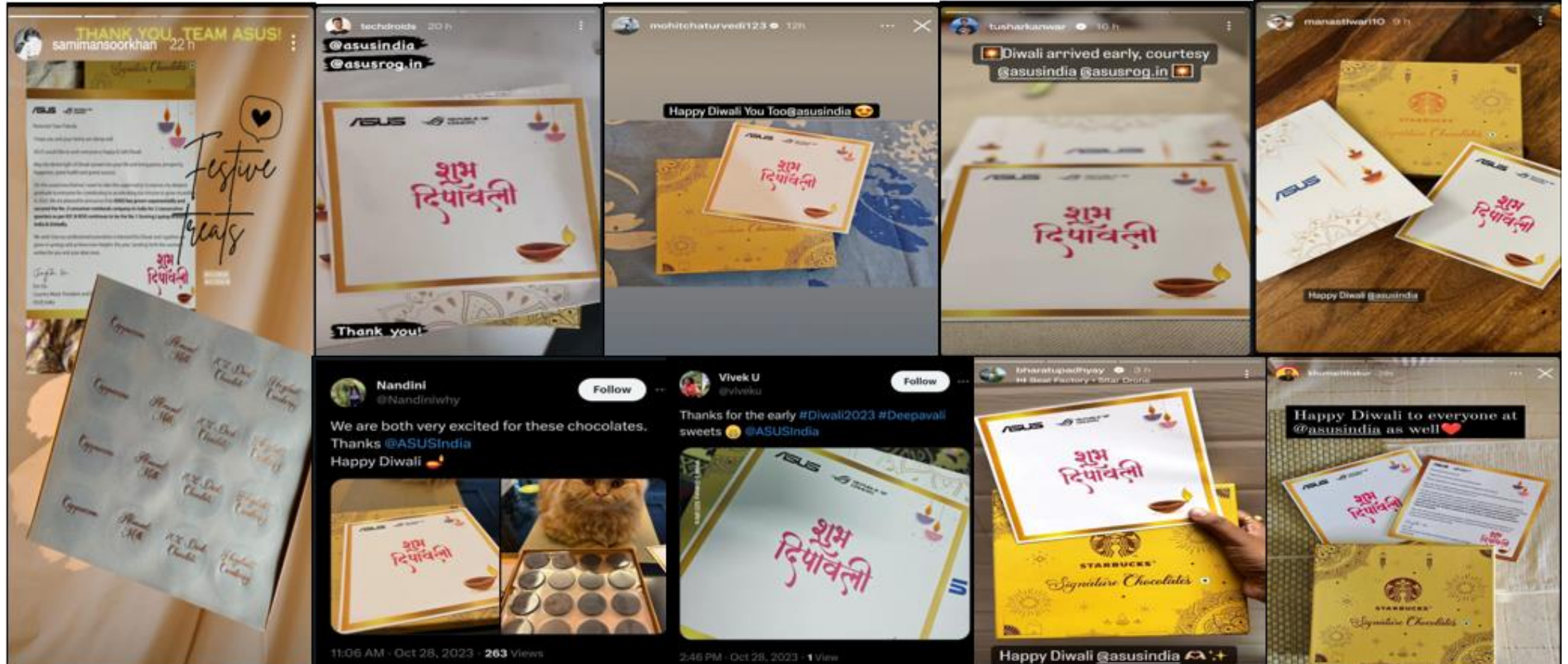
New Delhi: IT hardware makers such as HP and Asus are seeing green shoots in the refurbished space to open up a wider market with consumer demand for laptops declining after a surge during the pandemic. Top brands are now opening their own retail stores exclusively selling refurbished laptops and personal computers (PCs) or working with third-party retail partners to cast a wider net to acquire customers who could not afford a PC. Industry executives and market trackers said the initiative will help boost the total addressable market for IT hardware brands, at a time when shipments have been declining in India on account of poor demand, and brands being pushed by the government to take up local assembly of products. "With the increase in the number of individuals opting for refurbished laptops in the city, we wanted to build an avenue that extends products that have undergone robust checks to ensure that they can access premium quality laptops and PCs," said Arnold Su, vice president, consumer and gaming PCs at Asus. He said the demand for refurbished laptops is far outstripping supply. "The refurbished laptop sales range around 5-6 lakh units in a year, while we are only able to supply around 1,000-2,000 units in a month," he said. Asus is now exploring ways to ramp up this segment by taking in older devices that have been in use for a few years and refurbishing them, to address the high demand. The second quarter of 2023 saw the fourth consecutive quarterly decline of 15.3% on-year, as per IDC, with the consumer segment seeing a steep 17% on-year decline. "Recognising the limited PC adoption in rural and smaller towns, we aim to transform this landscape. Our new initiative is a significant step in our ongoing mission to bring affordable technology to everyone. It's a game-changer for those facing financial constraints, opening doors to PC usage," said Gurpreet Singh Brar, vice president, HP India Market.

IDC sees an estimated demand for 300,000-400,000 units of used IT devices in a quarter

Unorganised Segment ▶▶ 7

DIWALI GIFTING | SOCIAL MEDIA SHOUTOUTS

With the festive season around the corner, ASUS extended Diwali gift hampers to the media to add more cheer to their celebrations, fostering positive relationships. The heartfelt gesture was highly appreciated by the media on their social media platforms such as **The Indian Express, India Today, News18, Stuff** and **My Smart Price**



CSR & SUSTAINABILITY



THOUGHT LEADERSHIP ARTICLES



SUSTAINABILITY

The moment to act has arrived

The transition to a 'net zero' era, requires a lot of hard work



CLIMATE CHANGE has had a significant influence on global development, prompting an increased realisation that extreme weather not only impacts our environment but also puts organisations' operational resilience to the test. At COP26, India pledged to reduce its emissions to net zero by 2070. Further, it committed to obtaining 50% of its energy from renewable resources by 2030 as well as reducing overall estimated carbon emissions by one billion tonnes by the same year. To realise the aim, the country submitted the Long-Term Low Emissions Development Strategy (LTS) to the UNFCCC in November 2022. The LTS is a blueprint for using technology research and development along with climate governance as the basis for gradually completing strategies of the energy transition, industrial transition, lifestyle transition, and social transition to reach its goal of net zero emissions by 2070.

materials for clothing, and recycling are some of the ways to transition to sustainable living. Another step to sustainable living is zero-waste living. While the two terms are often used interchangeably, it is important to note the difference. Zero waste aims to reduce the trash problem by adopting a no-final-waste or using modes of transport with minimal or no carbon emission.

While these individual measures will undoubtedly make a positive impact to foster the natural habitat, organisations and enterprises are taking cognisance of adopting sustainable practices and technology that enables them to operate with conscious efforts to give back to society and the natural ecosystem. For instance, green data centres, managing electronic waste, and using compostable materials to engineer electronics are some of the steps being undertaken by businesses.



From a long-term sustainability perspective, organisations must digitise data and embrace scientific management practices. Identifying major climate-related climate scenarios and their potential impacts of climate change is essential for a sustainable future – technology and innovation will just make it better and faster. As long as sustainability is a priority for everyone, every contribution, no matter how big or small, can help to make the world a better, greener place.

The writer is regional director of ASUS India & South Asia, System Business Group

When is the right time to come together for a sustainable planet if not now?

In order to achieve the objectives, during COP26, India pledged to reduce its emissions to net zero by 2070.

By INDIA CSR - February 13, 2023

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Leon Yu, Regional Director of ASUS India & South Asia, System Business Group

By Leon Yu

Sooner than later, finally, the world society has identified the significance of sustainability and the right actions that must be implemented in order to switch over to a greener planet. This becomes an utmost need rather than a choice for us.

No doubt, global development is highly influenced by Climate change prompting an increased realization that extreme weather not only impacts our environment but also puts organizations' operational resilience for a toss. According to the Sixth Assessment Report (AR6) issued by the Intergovernmental Panel on Climate Change (IPCC), greenhouse gas (GHG) caused by human activity has already caused a global temperature rise of 1.1°C. Reaching net zero CO₂ emissions globally will be a key turning point to achieving the objective outlined in the Paris Agreement of limiting global temperature rise to 1.5°C.

If Not Now, Then When? Time to Come Together to Accomplishing a Sustainable Planet

February 21, 2023

24



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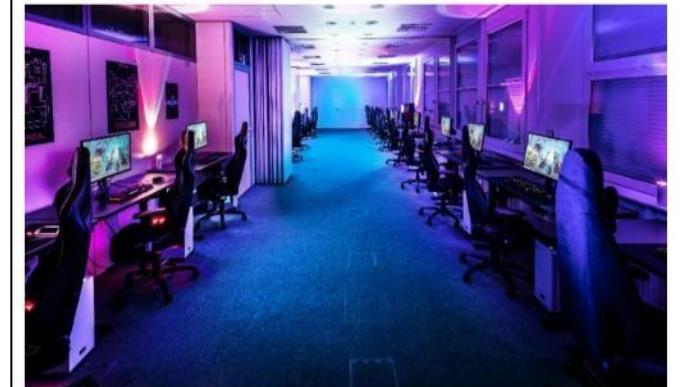
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Leon Yu

Indian Esports Is Ready To Leave A Mark On The Global Stage

Arnold Su
Updated on Feb 28, 2023, 11:08 AM | 5 min read



Highlights

- With a large population of young people (nearly 600 million population below the age of 25), a rapidly growing middle class, and a strong affinity for gaming, India has all the ingredients to become a major player in the global esports industry.
- In terms of viewership, as per Statista estimates, in FY 2021, India observed over 17 million esports viewers, almost 2x that of the pre-pandemic phase in 2019.
- As esports gained prominence and credibility, the world observed the first-ever Commonwealth esports Championship, where the Indian DOTA 2 team won a bronze medal for their fantastic performance.
- Moreover, the International Olympic Committee's announcement to organise the Olympic esports Week in Singapore during June 2023 is another unprecedented feat for the esports industry.

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The online gaming and esports industry has been growing exponentially in recent years. With millions of fans worldwide and big sponsors, esports has become a multi-billion-dollar industry that is set to match traditional sports.

Elevating Sustainability Narrative in India

To strengthen the sustainability narrative of ASUS in the Indian market, we concerted our efforts in Q2 2023 and leveraged key moments to highlight our commitment to the environment and society via Authored article, participation in an industry story, and announcement about being consecutive 2 times Climate Leader in Asia Pacific region.

Eric Ou's authored articles in The Financial Express and The Environment during World Environmental Day reaching potentially to **778 K+ readers**.

TOI Industry story for Earth Day 2023 incorporated Arnold Su quote highlighting sustainability measures adopted by ASUS

Announcement: Consecutive 2 times Climate Leader in Asia Pacific region.
7 media platforms with a potential reach of **332 K+**

CLEANING UP ELECTRONIC WASTE

Need of the hour: Green electronics

A circular economy can help overcome our e-waste challenges

ERIC OU

THE WORLD FINDS itself amidst a pressing predicament, grappling not only with the evident issue of plastic disposal and recycling but also the alarming mismanagement of electronic waste (e-waste). As our reliance on electronic gadgets continues to intensify, the manufacturing and consumption of such devices have experienced a significant upswing over the past three years. Regrettably, amidst this progress, the proper disposal and repurposing of these devices have been sorely neglected.

As reported by the Central Pollution Control Board, India has emerged as the third-largest contributor to global e-waste generation. Noticeably, India is one of the few countries in South Asia to possess a robust legal framework established in 2011. This comprehensive framework serves as a beacon, offering essential guidance on managing, transporting, storing, and handling e-waste.

While governments worldwide endeavour to devise solutions to combat this pressing issue, the onus also falls upon industry and society at large to proactively address and implement effective measures. Conscious consumption represents a modest step towards alleviating the challenge; however, the emphasis on fostering a circular economy will undoubtedly pave the way for a more efficient resolution of e-waste challenges. Device manufacturers must elevate their design thinking strategies, incorporating recycling and sustainable solutions into their product offerings. Notably, components such as chassis covers, keyboard keycaps, speakers,

peripherals, and adapters can effortlessly be produced using repurposed materials. And a few brands have integrated these practices into the manufacturing plants and operations.

ASUS reduces plastic usage and promotes recycling through its products and initiatives. For instance, its recently launched Zenbook S 13 OLED laptop is one of the most environmentally conscious devices available in the Indian market. The company has opted for post-consumer recycled (PCR) ocean-bound plastics as much as possible without compromising on the laptop's strength and durability.

Acknowledging the gravity of this situation, now is the opportune moment for the industry to spearhead the development of comprehensive processes and introduce innovative solutions that play a pivotal role in building and transitioning towards a more sustainable future. This pursuit can be built upon four fundamental pillars: climate action, circular economy, responsible manufacturing, and value creation. By focusing on adopting a scientific approach, enhancing energy efficiency, expanding the utilization of renewable energy sources, and repurposing e-waste, companies can be instrumental in forging a cleaner, greener future.

The problem of e-waste will undoubtedly escalate if we fail to act promptly. Addressal of this issue cannot solely depend on efforts by the government; it necessitates the proactive and collaborative involvement of the industry and the society.

In an era where families opted to have one laptop for a four-member family, 2020 saw an identified potential of the device, shifting the trend to one

FINANCIAL EXPRESS

Opinion

Tackling the growing e-waste challenge for a sustainable future: Opinion

By Environment - June 5, 2023

Arnold Su | Business Head, Consumer and Gaming PCs, System Business Group, Asus India

The world is battling an evident plastic disposal and recycling challenge and the poor e-waste management is a crisis waiting to happen. The pandemic saw an increase in penetration of electronic devices in the country.

In an era where families opted to have one laptop for a four-member family, 2020 saw an identified potential of the device, shifting the trend to one

THE ENVIRONMENT
Let's Save Climate

Laptops built with recycled materials

Over recent years, we introduced carbon-neutral laptops, followed by revolutionary Bamboo-series laptops with bamboo casing, and then our carbon-neutral business laptop. The upcoming lineup of some of our laptops in India are built using recyclable materials to meet the highest environmental standards ensuring these are incredibly sustainable devices. We use recycled materials throughout its design, including post-consumer recycled plastics, post-industrial recycled (PIR) aluminium, and PIR magnesium alloy. The PIR metal chassis reduces its carbon footprint by more than 50% and its well-designed packaging can be transformed into a laptop stand after unpacking.

Arnold Su | Business Head, Consumer and Gaming PCs, System Business Group, Asus India

THE TIMES OF INDIA

TechnoSports

SEARCH MY ACCOUNT PLANS

EXCLUSIVE CONTENT: The No-Compromise Gaming PC Build under 150,000 in 2023

Rounak Saha | May 25, 2023

ASUS Recognized as Climate Leader in Asia-Pacific for Second Consecutive Year

ASUS today announced that it has been recognized as a Climate Leader in Asia-Pacific for the second consecutive year by the Financial Times and Statista. The award recognizes the company for its commitment to sustainability and environmental stewardship.

Latest
Make Me Believe OTT Release

CORPORATE DISCARD RESPONSIBLY

- We announced the launch of ASUS' discard responsibly campaign to encourage the larger population to discard their e-waste more sensibly
- We also extend planters to tech KOLs to create further awareness about the campaign
- The campaign announcement garnered a total of 20 stories in key **CSR publications like CSR Journal The CSR India**
- 100% of the stories captured the primary and secondary messaging
- More than 95% of the publications also carried the creative shared along with the release
- Almost 90% of the stores carried the headlines verbatim and mentioned the name of the brand campaign in the story

20+
Total Stories

RECYCLE INVISIBLE ELECTRONIC WASTE

#DiscardResponsibly
12th Oct - 31st Oct



With a commitment to ensure a greener tomorrow, ASUS India announces the third edition of its campaign around International E-waste Day, #DiscardResponsibly with an aim to evoke a sense of accountability amongst us. #DiscardResponsibly campaign is a step towards building a sustainable environment by disposing of your e-waste sensibly. Keep a check on your products' lifecycle and allow us to help you discard responsibly.

CALL NOW - 1800 209 0365
BOOK A FREE PICK-UP

Recycle Invisible Electronic Waste

The main focus of International E-Waste Day for 2023 is on "You can recycle anything with a plug, battery or cable!" highlighting the issue of invisible e-waste - the electronic items that often go unrecognized and are not properly recycled within the appropriate waste stream

ITEMS TO BE CONSIDERED



57.4 Mt (Million Metric Tonnes) of e-waste was generated in 2021. The total is growing by an average of 2 Mt a year.

There is over 347 Mt of unrecycled e-waste on earth in 2023.

Why Recycle?

Since we know consumers will keep buying new devices, it's important to reinforce the message to discard older devices for recycling purposes. There are hazardous environmental risks if age-old electronics end up infused with nature. In contrast, recycling provides considerable benefits to our environment & promotes sustainable living.



How can it help?

In 2019, the world generated a striking 53.6 Mt of e-waste, an average of 7.3 kg per capita. The global generation of e-waste grew by 9.2 Mt since 2014 and is projected to grow to 74.7 Mt by 2030 - almost doubling in only 16 years.

ASUS

RECYCLE INVISIBLE ELECTRONIC WASTE

#DISCARDRESPONSIBLY
12th Oct - 31st Oct



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Call Now - 1800 209 0365 Book a free pick-up

ASUS

**MY RESPONSIBILITY
DISCARDRESPONSIBLY!**

- Be a good consumer, Read Manual carefully
- Reuse as often as possible.
- Educate yourself on what gets put into your electronics
- Look for an environmentally friendly Products
- Consider limiting the number of electronics you own
- Engage and educate about e-waste
- Follow 3R, I Repair | Reduce | Recycle
- Consumer is the key to Circular Economy!

Lets be Together for Planet

Together We Win



SNAPSHOTS

The CSR Universe

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Home / Article / ASUS announces #DiscardResponsibly initiative to encourage responsible e-waste disposal in India

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ASUS announces #DiscardResponsibly initiative to encourage responsible e-waste disposal in India

By TheCSRUniverse Team

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HOME > PRESS RELEASE > RESPONSIBLE E-WASTE DISPOSAL THROUGH #DISCARDRESPONSIBLY INITIATIVE FOR INDIAN CONSUMERS

PRESS RELEASE

Responsible E-Waste Disposal Through #DiscardResponsibly Initiative for Indian Consumers

By The CSR Journal - October 12, 2023

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Mycsrindia.com

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Responsible E-waste Disposal Through #DiscardResponsibly Initiative for Indian Consumers

7 days ago 151 Views 2 Min Read



Responsible E-Waste Disposal - ASUS India - a Taiwanese technology giant - introduced the #DiscardResponsibly campaign to promote responsible e-waste disposal on the occasion of International E-Waste Day, a day dedicated to promoting a more sustainable and green future. The "You can recycle

economy. By 2025, we aim to achieve a global recycling rate of 20% for ASUS products and this will only be feasible if we are supported by our customers who have trusted us day in and day out. Seeking their support and furthering our vision of 'my responsibility, discard responsibly,' we at ASUS India are elated to announce the #DiscardResponsibly-2023 campaign."

ASUS

ASUS believes the staggering need for inculcating sustainable practices and contributing towards setting up a more prevalent circular e-waste economy. By 2025, we aim to achieve a global recycling rate of 20% for ASUS products and this will only be feasible if we are supported by our customers who have trusted us day in and day out. Seeking their support and furthering our vision of

My responsibility, Discard responsibly,
Eric Ou
Country Head - Asus India



CSR Mandate
Enabling Sustainability

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Mycsrindia.com

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ASUS announces #DiscardResponsibly campaign for Indian consumers on International E-Waste Day

By NewsDesk - October 12, 2023

f t e

MEDIABRIEF

ASUS

MY RESPONSIBILITY DISCARD RESPONSIBLY!

- Be a good consumer. Read Manual Carefully
- Reuse as often as possible
- Educate yourself on what goes into your electronics
- Look for an environmentally friendly products you own
- Engage and advocate about e-waste
- Follow the 3R's (Repair, Reuse, Recycle)
- Consume is the key to Circular Economy!

Let's Be Together For Planet Together We Win

Charging towards a more sustainable and green future, ASUS India - A Taiwanese technology giant will mark the occasion of International E-Waste Day, announced the #DiscardResponsibly campaign aimed at promoting responsible e-waste disposal.

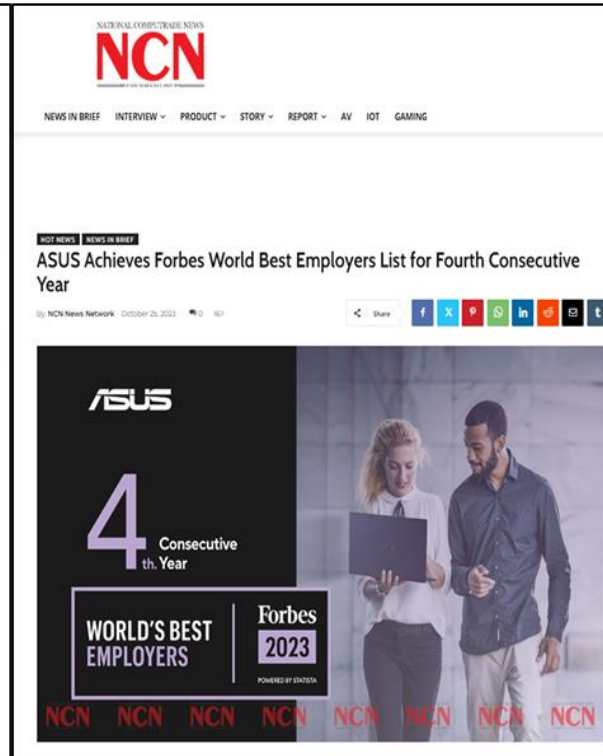
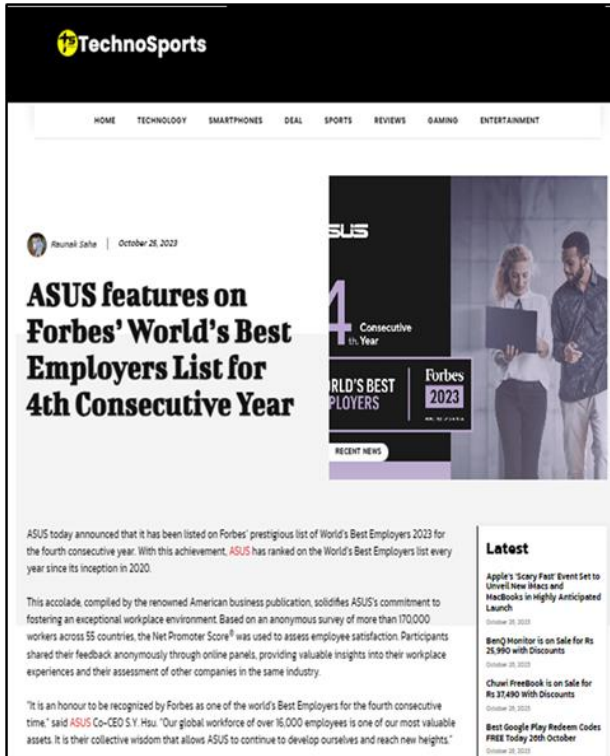
SOCIAL MEDIA SHOUTOUTS

We leveraged the "Discard Responsibly" campaign through strategic media giveaways, highlighting the brand's commitment towards sustainability.



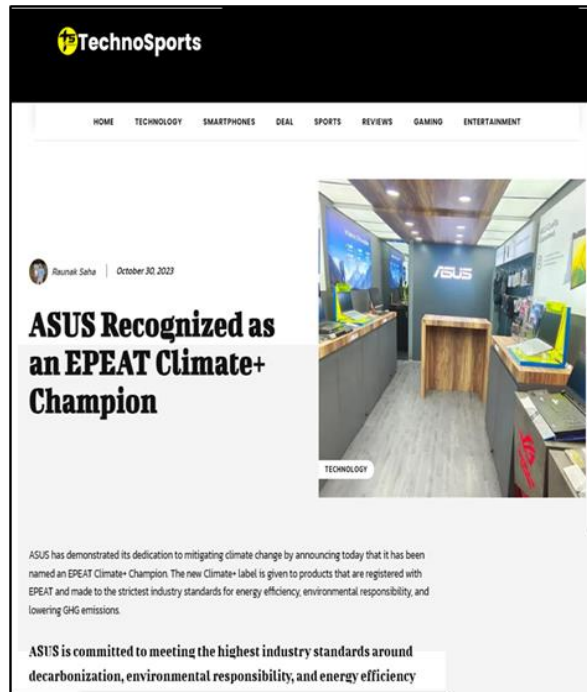
ASUS NAMED IN FORBES' WORLD'S BEST EMPLOYERS LIST

- We announced the news regarding ASUS achieving Forbes' World's Best Employers List for the fourth consecutive year.
- The campaign announcement secured 10 stories with publications such as **TechnoSports**, **Passionate in Marketing**, **News Patrolling**, **Digital Terminal**.



ASUS RECOGNIZED AS AN EPEAT CLIMATE+ CHAMPION

- We announced the news regarding ASUS being recognized as an EPEAT Climate+ Champion further, highlighting the company's commitment to mitigating climate change.
- The campaign announcement secured 10 stories with prominent publications like that of **TechnoSports, My CSR India, Passionate in Marketing, Digital Terminal. APN News**



TechnoSports

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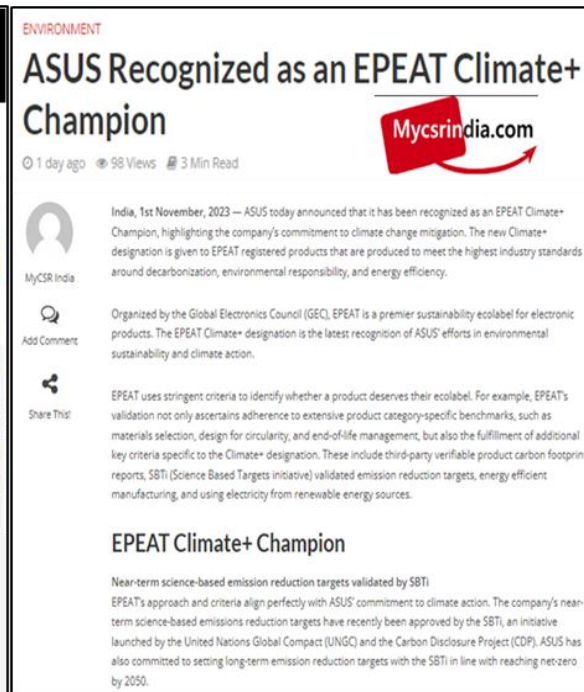
Rounak Saha | October 30, 2023

ASUS Recognized as an EPEAT Climate+ Champion

TECHNOLOGY

ASUS has demonstrated its dedication to mitigating climate change by announcing today that it has been named an EPEAT Climate+ Champion. The new Climate+ label is given to products that are registered with EPEAT and made to the strictest industry standards for energy efficiency, environmental responsibility, and lowering GHG emissions.

ASUS is committed to meeting the highest industry standards around decarbonization, environmental responsibility, and energy efficiency



ENVIRONMENT

ASUS Recognized as an EPEAT Climate+ Champion

1 day ago 98 Views 3 Min Read

MyCSR India

India, 1st November, 2023 — ASUS today announced that it has been recognized as an EPEAT Climate+ Champion, highlighting the company's commitment to climate change mitigation. The new Climate+ designation is given to EPEAT registered products that are produced to meet the highest industry standards around decarbonization, environmental responsibility, and energy efficiency.

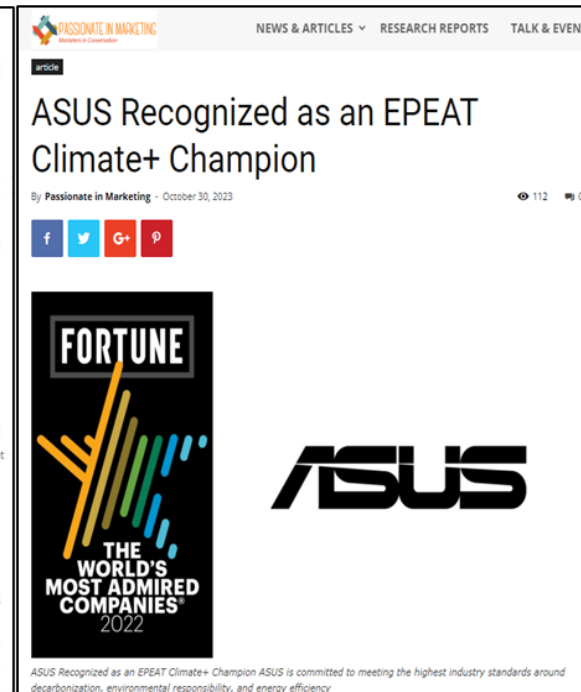
Organized by the Global Electronics Council (GEC), EPEAT is a premier sustainability ecolabel for electronic products. The EPEAT Climate+ designation is the latest recognition of ASUS' efforts in environmental sustainability and climate action.

EPEAT uses stringent criteria to identify whether a product deserves their ecolabel. For example, EPEAT's validation not only ascertains adherence to extensive product category-specific benchmarks, such as materials selection, design for circularity, and end-of-life management, but also the fulfillment of additional key criteria specific to the Climate+ designation. These include third-party verifiable product carbon footprint reports, SBTi (Science Based Targets initiative) validated emission reduction targets, energy efficient manufacturing, and using electricity from renewable energy sources.

EPEAT Climate+ Champion

Near-term science-based emission reduction targets validated by SBTi

EPEAT's approach and criteria align perfectly with ASUS' commitment to climate action. The company's near-term science-based emissions reduction targets have recently been approved by the SBTi, an initiative launched by the United Nations Global Compact (UNGC) and the Carbon Disclosure Project (CDP). ASUS has also committed to setting long-term emission reduction targets with the SBTi in line with reaching net-zero by 2050.



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ASUS Recognized as an EPEAT Climate+ Champion

By Passionate in Marketing · October 30, 2023


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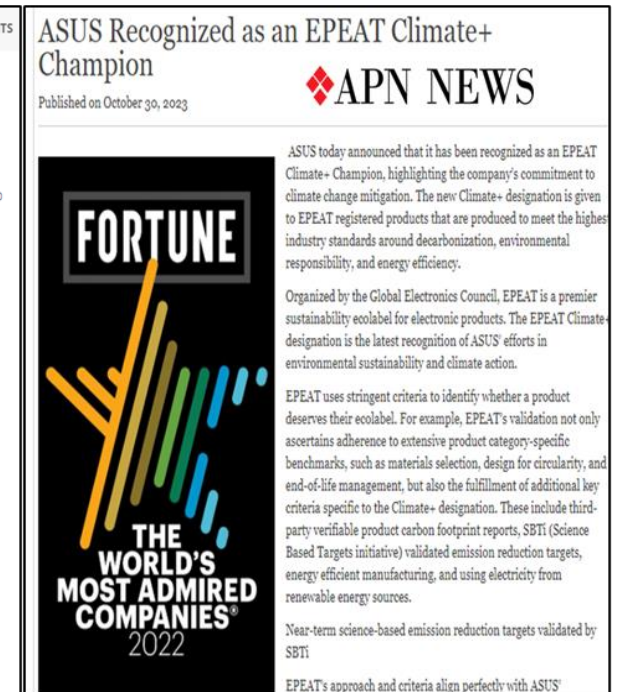
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ASUS

ASUS Recognized as an EPEAT Climate+ Champion ASUS is committed to meeting the highest industry standards around decarbonization, environmental responsibility, and energy efficiency



ASUS Recognized as an EPEAT Climate+ Champion

Published on October 30, 2023

APN NEWS


ASUS today announced that it has been recognized as an EPEAT Climate+ Champion, highlighting the company's commitment to climate change mitigation. The new Climate+ designation is given to EPEAT registered products that are produced to meet the highest industry standards around decarbonization, environmental responsibility, and energy efficiency.

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Near-term science-based emission reduction targets validated by SBTi

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