

**Balaji Solutions**  
Private Limited

# Chronicles

NEWSLETTER 2021-2022

VOLUME 1, ISSUE 2

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## LETTER FROM THE CMD



### Dear Bajali Family!

Last year showed me how fortunate I am to work with a team that refuses to ever give up. We are often faced with unprecedented challenges in our lives, yet we have always found a way to triumph over those hardships and emerge stronger than ever. There is no doubt that each and every one of us has to work harder than ever so that we can realize our vision of being one of the strongest names in IT & Mobility business in the Indian market.

While we are all slowly trying to adapt to this "new normal" that we're firmly a part of, businesses are starting to open back up again, which is much needed news. It gives me immense pleasure to announce that we have been able to build an infrastructure that facilitates all our business divisions into one centralized unit and houses every single department under one roof along with our factory. Most importantly we are finally able to collaborate regularly and function as one seamless unit. This particularly has been a very thoughtful objective for our company that will set the pace for us in years to come so the entire decision was extremely important and close to my heart.

I would like to thank each and every one of you for what you have done to weather this crisis and to get our company prepared to cope with this situation. Your commitment makes all the difference. My thoughts go out to all those who have suffered from the pandemic and my prayers to those who are fighting this battle. I wish good health to all of you.

Thanks & Regards  
**Rajendra Seksaria**  
(Managing Director)

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## MESSAGE FROM IT BUSINESS HEAD



### Greetings Colleagues!

This year has been overwhelming through a lot of different avenues. Although the pandemic is still prevalent as I write this letter, I hope to believe that many across our country have had the opportunity to receive the vaccine.

We remain committed to taking care of each other and leading the way forward as a unified Team. I feel privileged to announce that as a company, we have been able to walk towards a steady and consistent growth in the recent months. A lot of our products in the recent past have received great traction. We feel extremely honored and passionate to call ourselves an Indian company and hence would take this opportunity to develop and launch a lot of Made in India products in the coming days. One of our main area of focus will be to develop and penetrate the subwoofers and the SSD storage market with great tenacity and promote higher volume of business. To put things in perspective, our current sales in the subwoofers market generally witnesses a total volume of about 12,000 to 15,000 products per month.

While in this financial quarter, we are trying to achieve an average business volume of around 70,000 to 1 Lakh products on a monthly basis. This is only possible due to diligence and commitment value that all of us in this company uphold.

I continue to be grateful to each everyone of you for your efforts.

**Rajnesh Kumar Sinha**  
(IT Business Head)

## NEW LAUNCH PRODUCT

### GAMING CASING



WARRIOR SUPERIOR MAGNUM CHROMIUM

### 4.1 & 2.1 CH MULTIMEDIA SPEAKER



FMS-3400

FMS-3200

### 4.1 & 2.1 CH MULTIMEDIA SPEAKER



FMST-6400

FMST-15800 TRANSFORMER

### SMART SSD



128 | 256 | 512GB

SMART SSD PRO

SMART SSD XPEED

### A3 LAMINATION MACHINE



FX 330

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## MESSAGE FROM MOBILITY BUSINESS HEADS



### Dear Colleagues!

As we move towards the end of 2021, I am hopeful for a future which is safer and brighter. It is no secret to anyone that 2021 has been a very challenging year. We have all had to face very important challenges, both in our professional and personal lives. But we have always found a way to overcome those obstacles and gain momentum.

As a regional company, we've learned in our past that with scale, comes strength. As a result of our belief, we have established our retail presence in over forty thousand stores covered in the shortest span recorded in Indian Mobility business. We aim to achieve one of the strongest unification of customer experience through retail and digital brand presence.

Mobility as a sector is one of the fastest growing and the most dynamic business sectors to compete in today's market. So I am humbled to announce in spite of all the challenges, we have been one of the youngest brands to achieve business growth (FY 2021) in the Mobility sector.

During these uncertain and social distancing times, customer experience has become even more essential. As a result, we have created an exclusive call center, which is an industry first initiative. Our efforts are to promote a great user experience and seamless customer support experiences.

I remain incredibly grateful to our colleagues for their unwavering support and dedication and also very grateful to our channel partner for their support. Despite the difficult situation, we have continued to take inspiration to achieve greater milestones..

**Sumit Agasti**  
(Mobility Business Head)

## NEW LAUNCH PRODUCT

### BT HEADSET

FIERY BLACK

SMOKEY WHITE



FOXPODS K2

### SMART WATCH

PEARL GREY

SHIMMER GOLD

JADE BLACK



FOXFIT ACTIVE

### BT EARPHONES

RAGING RED

BLAZING YELLOW



FOXBEAT 130

### POWER BANK



FPB-145 POLY



FPB-175 POLY



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## NEW OFFICE STORY

The heart of our business rests with its employees, and in order to be as productive and as engaged as possible our employees need to be able to collaborate regularly. We are proud to announce that we have been able to facilitate all our business division into one centralized unit that houses every single department under one roof.

Our current office is situated at Anmol South City Infra Park, Howrah which can house more than 100 employees. We have always believed that a healthy and comfortable office space leads to a better working condition. As a result we have tried to integrate most of the amenities needed to support this thought. Like most responsible companies we too have a plethora of conference rooms, cafeteria, upcoming gym facility, a dedicated medical room, infinite amount of free parking and lifts. But what's really unique is the lush green view at all four corners and one of the cleanest skies to look at any part of the day.

We believe that a healthy workplace is one of the most important things that influence us to stay motivated and happy. So we would put continuous effort in improving the atmosphere leading to a better and healthier work culture.



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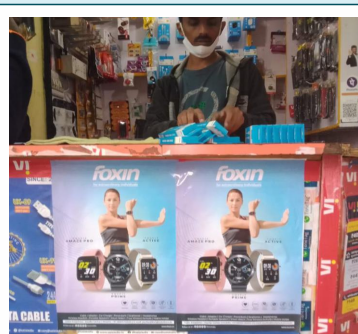
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## BRAND VISIBILITY



RETAIL  
BRANDING





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## BRAND VISIBILITY



RETAIL  
BRANDING

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## BRAND VISIBILITY



RETAIL  
BRANDING





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## BRAND VISIBILITY



## BUS BRANDING



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## P.R. & MEDIA

# THE TIMES OF INDIA

## THE GAME-CHANGERS

INCLUSIVE OF DELHI TIMES | TIMESOFINDIA.COM | EPAPER.TIMESOFINDIA.COM

Home-grown IT firms are dominating the city's business map with cutting-edge technology. With big tech companies creating an ecosystem of such smaller players to cater to their clients, these newbies are proving to be a vital cog in the wheel of software delivery, more so in our pandemic-hit altered everyday lives

Thinkstock



Mayukh Sengupta



Salt Lake's Sector V

Sarthak.G@timesgroup.com

With social distancing becoming the 'new normal' since 2020, the pandemic has acted as a catalyst to spur a wave of innovations and accelerated the adoption of future technologies to design and build more resilient systems. In the changed tech order, "home-grown" IT firms in the city have rapidly gained a strong foothold.

These firms are not only finding business avenues by assisting enterprises with customized solutions, they are prompting many to start their own startups.

With the mushrooming of several IT firms at Salt Lake's Sector V, New Town and Bantala, the computing environment has also transformed into a more distributed one. The other difference, says management consultant and IT expert Ambarish Dasgupta, is the need for different types of

emerging IT applications or hardware to keep pace with the changing trends.

"As the delivery model is getting more distributed — be it global or within India — with work from home turning every home into a node of delivery, small firms that don't have sprawling workspace and massive staff strength are getting a more prominent role as one vital cog in the wheel of software delivery. Big IT firms are creating an ecosystem of such players for catering to their clients," said Dasgupta.

Mihup Communications, situated at Millennium City IT Park, embarked on its journey in 2016. The leading conversational artificial intelligence platform — equipped with speech to text engine, natural language processor and dialogue processor — was founded by Tapan Barman, Sandipan Chattopadhyay and Biplob Chakraborty. The services are available in Bengali, Hindi, English and Tamil.

"We are offering three B2B SAAS (business-to-business, software-as-a-service)

products. So far, our solutions pertain to cases in media and entertainment, consumer electronics, Internet of Things, retail, e-commerce, automotive, baking, financial services and insurance, among others. Some of our clients include leading brands like Tata Motors, Swiggy, Panasonic, Hyundai and the Indian National Congress," said Barman.

In 2001, city-based Rajendra Seksaria had come up with Balaji Solutions, which has metamorphosed into a leading hardware distribution house in the country, working with various global brands. Riding on this success, he launched the IT and electronics brand Foxin in 2006.

"We have catered to brands like Dell, Lenovo and Canon. Having commenced operations on a small scale, we are operating 25 offices and 95 service centres with 650 employees across the country. We look forward to expanding our operations to Nepal, Bangladesh and Dubai," said Seksaria.

Sumant Bhutoria, an MS in electrical

engineering from Arizona State University, set up Alfatek Systems, providing hardware and IT solutions in the field of 3D bio-printing, organ fabrication and tissue culture. "The 3D bio-printing that we deal with is part of our IT solutions and we have gradually expanded our presence to more than 100 Indian labs, both in pharma industry and academia," Bhutoria said.

Bootstrapped in 2014 by IIT Kharagpur and IIM Lucknow alumnus Souvik Majumdar, GroSum provides employee performance management solutions that help organisations ramp up the process of hiring employees and augmenting their performance. "Given the changing dynamics of the workplace, the pandemic has induced remote operations and rapid tech intervention while managing the performance of employees in an inclusive manner has become crucial," said Majumdar.

The city-based firm has catered to over 175 organisations across the country, West Asia and South East Asia.



Small firms that don't have sprawling workspace and massive staff strength



Our solutions pertain to cases in media and entertainment, consumer electronics, Internet of Things, retail, e-commerce



We are operating 25 offices and 95 service centres with 650 employees across the country. We look forward to expanding



The 3D bio-printing that we deal with is part of our IT solutions and we have presence in more than 100 Indian labs, both in



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## P.R. & MEDIA



# Hindustan Times

FIRST VOICE. LAST WORD.

### #theburningquestion

## What is the future of consumer tech brands?

The ongoing global pandemic has changed purchasing pattern of a majority of consumers, as they are now more conscious with their consumption. They have started factoring in various imperative elements such as health and sustainability. The wearable technology space has received positive response, as many users today are looking for products that can help manage and indicate useful results pertaining to their health. Smartwatches, for example, have been of great help to users in this pandemic by monitoring various functions such as blood oxygen levels, blood pressure, heart rate, water intake, and sleep pattern. Bluetooth devices such as smartwatches, TWS, speakers, earphones have become the next best investment for those working from home — the access to answering calls, social media notifications, texts and emails add value while attending to tasks. The pandemic has truly made us re-evaluate our take on what consumers want today. Considering constant lockdowns and isolation, people are accepting and adopting technology more than ever.

*Disclaimer: The views expressed here are author's personal*

**Rajendra Seksaria**, Chief managing director, Balaji Solutions Private Limited (BSPL) - Foxin





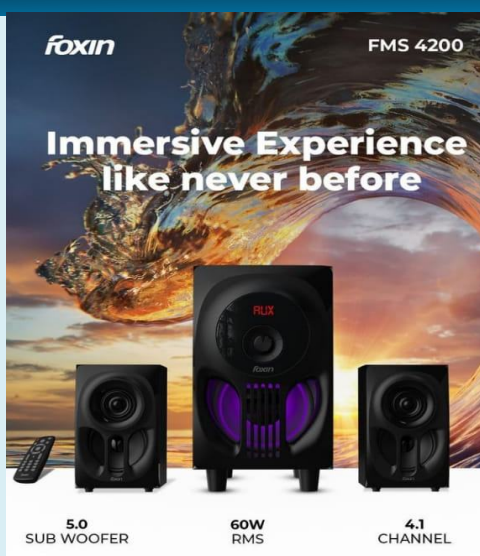
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## SOCIAL MEDIA PRESENCE



Our journey of Foxin has started back in 2017 and within a significantly short span we have managed to attract a large number of consumers with our varied range of Mobility and IT products. We have seen that the brand has created quite a buzz through our affordable and premium quality products.

The factors we feel that has led to this appreciable brand recognition are its performance marketing approach. Foxin relies heavily on its digital presence on platforms like Facebook, Instagram and YouTube to communicate with its customers. Because we live in a digital age, most people rely on the internet to educate themselves. Therefore, what our company publishes online will solidify our credibility and reputation at a National Brand.

We have a very active online community base in Facebook, Instagram and YouTube. This in return helps us engage directly with the consumers and understand their purchase behavior, likes, and dislikes and also modify our product and regulate its pricing accordingly. The best part is that these numbers are increasing significantly and we are creating a deeper digital footprint through our online community of #Foxinites with these people.

