

# Lapcare Continues its Triumphant March in Laptop Accessories & Peripherals Market



LAPCARE, established in 1997 in Singapore, is a global brand specialized in laptop peripherals and accessories for all premium brands and their models. Entering Indian market in 2007 through their National Distributor, Rx Infotech Pvt Limited, Lapcare has been triumphant ever since its launch in India. Lapcare has been committed to deliver quality products at highly affordable prices. Lapcare's product offerings include different compatible laptop spares for all major laptop brands & models, accessories and mobility solutions backed with top quality standards and 1-year warranty that is close to OEM products, but at a highly affordable price range. The company is highly sensitive towards customer service and believes in bringing innovative and best quality products to the consumers' doorsteps. With a dealership network of over 6000 across India, Lapcare is currently present in almost all major cities of India and is rapidly expanding its network base to reach out to its customers.

## Atul Gupta, Director, RX Infotech (National Distributor for Lapcare) comments:

"We are glad that we are associated with Lapcare brand in India. We launched Lapcare in India in 2007 and we have noticed tremendous growth during the last 9 years in the Indian market. Our service & warranty policies are acclaimed in the laptop peripherals market across India. We are giving unique warranty on laptop batteries and adapters, which can be replacement as well as repairing, that is comparable to OEM warranties. Our products are being well-received by users and we have not faced any noteworthy problems so far. Next, the demand



for our power banks, Bluetooth speakers and head phones has been on the rise. Since India has emerged as the second largest smart phone market, we foresee more demand for Lapcare products in future. We are focusing on young generation who are very dynamic and want to test new innovations. Soon we will launch Lapcare cartridge and power strip. We have 30 branch offices (and 30 service centers) and 64 retail partners spread across India. For us channel is very important. We attribute a major part our success to our

highly cooperative and enthusiastic channel partners. Besides providing best quality products and service, we support our channel partners with good margins and morale boosting schemes. In future, we will continue to support our channel and frame & update our policies based on their feedback."

In interaction with NCN magazine, Lapcare's channel partners from different parts of the country share their views on Lapcare's image as a brand in the IT market, their association and relationship with Lapcare, future trends they foresee and what more they want Lapcare to do to continue its success march in India.

## High quality and customer-friendly service have been the growth drivers for Lapcare

Lapcare's high quality and reliability, which ensure very low failure rate, are the factors behind the popularity of Lapcare products and the brand among laptop users. Then Lapcare's warranty and prompt service policy makes the customers secure.

Majid, Asian IT Solutions, Srinagar, J&K, comments, "We have been dealing with Lapcare products since 2012. We deal in all Lapcare products, including batteries, keyboards, adopters, mice, power banks, screens, chargers, etc. Lapcare is a fast growing brand because of its quality and support. As far as our outlet is concerned, we get very few complaints against Lapcare products. Customers are highly satisfied with the Lapcare's product quality & service, which other brands are lacking."

Baljeet Singh Juneja, The Computer Store, Dehradun, Uttarkhand, "Our company has been doing business in Lapcare products for the past 6 years. Lapcare has been selling quality products and percentage of technical complaints is very low and thus has gained image as a quality brand. The designs, packaging and color matching of

Lapcare products are very good and fitting. Lapcare's brand ambassador, Manish Paul's image makes the products look attractive and unique."

M. Mohan, Mytech Solutions (Premier Business Partner for Lapcare), Madurai, asserts, "We started with Lapcare products in 2010 and have been providing in Madurai and Tamil Nadu upcountry. Presently, we are selling all Lapcare products like adapters, batteries, wired- and wireless-mouse, keyboard, WI-FI combo kit (keyboard & mouse), power bank, speakers, car power inverter, lap cooling pads, cleaning kits, LED screens, backpack-bags, etc. Today, most of our secondary partners ask for Lapcare products because of Lapcare's good quality, replacement support and less than 1% failure rate. We promote Lapcare products through emails, Facebook and Whatsapp. We do not see any competitors for Lapcare products on the laptop compatibles front, because no one can beat Lapcare's quality and support. We find Lapcare as No1 for laptop peripherals especially for adapters and batteries."

Gulam Yazdani (Ilyas), Sales In-Charge, Prodigy Computers And Laptops (P) Ltd, Hyderabad, Telangana, opines, "We have been providing Lapcare products for the last 3 years. They maintain very good quality."

Manoj Navlakha, Proprietor, R M Infotech, Guwahati, Assam, confides, "We have been in the IT sales since 2013 and associated with Lapcare since 2015. Presently our main products of Lapcare are batteries & adapters. In addition, we also deal in Lapcare keyboards, mouse, speakers, power banks etc. Lapcare has established itself as a renowned laptop accessories brand among consumers. Lapcare has always been quality conscious and that is what the brand is known for in the market."

Rajender, Samar Computers, Kota, Rajasthan, mentions, "Since 2011, we have been selling Lapcare products. Lapcare's quality makes it a unique brand: we always recommend our customers, 'For laptop battery and adapters, you purchase either the OEM products or Lapcare products; do not go for others.'"

Rahul Giri, Radiant Infosystems, Ranchi, Jharkhand, states, "We have been a partner of Lapcare since 2014 as a Master Reseller for Jharkhand. We carry full range of Lapcare Accessories and Peripherals. Lapcare is a very partner-friendly company which pays great attention to the cumulative growth of all its partners. Today, Lapcare has established itself as brand that provides stable, reliable, cost-effective compatible solutions to its partners and customers. The key capabilities which make Lapcare stand apart are its dedicated network, attractive packing, quality products with BIS certification and consistency of materials."

Suresh Bafna, Suresh Computers, Rajahmundry (AP), states, "We have been a partner of Lapcare for the last 3 years. Presently, we sell Lapcare batteries, adapters, screens, keyboards, mice, combo packs, cooling pads, Bluetooth speakers, etc. Lapcare has grown into a reputed brand in the market. The uniqueness we find in the Lapcare products compared to their competitors products is their high quality, wide range, easy availability, affordable price, attractive packaging and low rejection."

Sourabh Jain, Arihant Computer, Jabalpur,

MP, "We started our business in 2006 and we started with Lapcare in 2007. Initially we started with 1 or 2 Lapcare products and when we were convinced that the products are good, we added more Lapcare products to our line-up. Today Lapcare forms a good portion of our business. Their replacement warranty is very good. Since laptop usage is increasing in general, the demand for laptop spares is also increasing and we sell mostly Lapcare spares. Lapcare's staff communicates and behaves very well and Lapcare is very supportive towards us and we are very much satisfied with their quality and after-sales-support."

Sibi K Thomas, Megatech Infocom, Calicut, Kerala, states, "We have been selling Lapcare products since 2012. We deal in Lapcare's battery, adapter, laptop screens, keyboard, mouse, speakers and Yo Yo range of Bluetooth speakers. From top management to the frontline sales executive, all the Lapcare employees continuously effort to improve the Lapcare brand. Lapcare is continually adding new products to its line-up making the range wider for the consumers. The unique feature of Lapcare is that they always bring quality products at reasonable rates. Lapcare is the only brand that gives dealers 1 month additional warranty for products registered on website. And they have 1 month DOA policy which also makes selling easy. All products have BIS certification and Lapcare gives partners better margins. Rx Infotech values partner relationship and their regional distribution business model is a successful one."

[NP] Shiv Shankar Singh, Proprietor, Stek Systems, Allahabad, UP, expresses, "We have been with Lapcare for the past 10 years and our main focus products are laptop batteries and adaptors. Support and availability of company personnel from Lapcare has been very impressive."

[NP] Mubarak, Proprietor, BQS, Bhubaneswar, Odisha, briefs, "We have been selling Lapcare battery, adapter, screen, keyboard and mouse since 2010. The growth of Lapcare has been tremendous. We find, besides quality, the finish of the Lapacare products to be excellent."

[NP] Ajay, Proprietor, Earth Syscom Pvt Ltd, Ahmedabad, states, "We launched our business in 1998 and we started with Lapcare in 2012. Lapcare's quality and packaging are very good and their replacement service is very quick. Also, we are very comfortable while dealing with Lapcare personnel."

[NP] Sandeep, Proprietor, Laptop Spares Hub, Bhopal, asserts, "We started our business in 2011 and added Lapcare in 2012 to our products. Product quality of Lapcare is very good and demand is increasing day by day. We initially started with Lapcare battery and adapter and later added keyboard, mouse and power banks. Now we are increasing our focus on keyboard and mouse."

[NP] Manish, Surana Infosys, Cuttack (Orissa), says, "Our business was launched in 2009 and we tied up with Lapcare in 2014 dealing in battery, adapter, keyboard, mouse, cooling pad and power bank. We are very comfortable with Lapcare's product quality and service support."

[NP] Muthu Kumar, Flash Technology, Chennai, briefs, "Starting our business in 2004, we began selling Lapcare products in 2013,



**Majid**, Asian IT Solutions, Srinagar, J&K

"We receive very few complaints against Lapacare products and customers are highly satisfied with the Lapcare's product quality & service, which other brands are lacking."



**Baljeet Singh Juneja**, The Computer Store, Dehradun, Uttarkhand

"The fitting designs, colourful & compact packaging and the brand ambassador, Manish Paul's image, all make the Lapcare products look attractive and unique."



**M. Mohan**, Mytech Solutions, Madurai

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Sales In-Charge,  
Prodigy Computers and Laptops (P)  
Ltd, Hyderabad

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which today include battery, adapter, cooling pad, etc. Among all the providers of the laptop compatibles, Lapcare is the most reputed and demanded brand."

**Lapcare offers the best support to its partners, as much as for end-users**

With many brands vying for market share in the present environment of tough competition, good quality of products alone is not sufficient to survive and thrive. A company has to provide competitive after-sales-service to win the hearts of customers. In this regard, Lapcare's partners share their experiences with the Lapcare brand.

Majid from Srinagar (J&K) believes, "Lapcare's sales teams do regular follow up with channel and the customers, and the brand offers good profit margins to the partners and flexible warranty support to the end users. These are some of the factors behind Lapcare's success."

Mubarak from Bhubaneswar (Odisha) admits, "We are happy with the service support and profit margin provided by Lapcare. We foresee good growth of laptop and peripherals market in future. We are sure that Lapcare will reach new levels in the coming years."

Baljeet Singh Juneja from Dehradun (Uttarkhand) tells, "The management and staff of Lapcare are providing excellent support in selling the products and replacement of defective material within a reasonable time."

M. Mohan from Madurai (Tamil Nadu) tells, "Lapcare offers special schemes and promotion materials to aid our efforts to sell. Lapcare gives 12-month warranty which is very helpful to the users."

Gulam Yazdani (Ilyas) from Hyderabad states, "Lapcare offers good after-sales-service and their executives and personnel are well-mannered and cooperative."

Manoj Navlakha from Guwahati clarifies, "Lapcare has been providing good marketing and replacement support which are vital for selling

any product."

Shiv Shankar Singh from Allahabad adds, "Lapcare is offering very good support through repair and replacement warranty. That is very encouraging."

Suresh Bafna from Rajahmundry (AP) comments, "We get quality service support and good profit margin from Lapcare for selling their products."

**Latest trends in Indian market**

There is a rapid increase in the number of users of laptop and then competition is also increasing in the market. Then there is rapid growth of smart phone and tablet users. On the latest trends, partners share their views.



Majid of Srinagar (J&K) reveals, "At present the laptops and peripherals market in this part (J&K) is shrinking day by day. Lots of people have started switching their product line but let's hope that things will improve in the coming years."

Baljeet Singh Juneja of Dehradun (Uttarkhand) comments, "A number of companies are entering the IT market with a variety of products in the laptop peripherals field. There is going to be a continuous growth in this segment."

M. Mohan from Madurai (Tamil Nadu) confides, "Customers continue to buy laptops so there is no need to worry about laptop and peripherals market shrinking, but tablets and smart phones are growing much more rapidly in the market, so there is a great demand for the tablet and smart phone accessories."

Manoj Navlakha of Guwahati believes, "Future is definitely bright for laptop accessories and peripherals because of greater focus on laptops by local governments in northeast and Prime Minister Modi's dream of Digital India which will boost the sales of laptops followed by laptop peripherals in future."

Rajendra Singh of Kota (Rajasthan) believes, "No one knows about the future but we have to try our best at present so that future will be bright. In my opinion the demand for laptop peripherals and accessories will continue to grow and that is



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Ranchi, Jharkhand

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**Ajay,** Earth Syscom Pvt Ltd,  
Ahmedabad

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the trend we foresee for the next ten years."

Shiv Shankar Singh of Allahabad opines, "Laptop peripherals and accessories is one of the few segments which has been growing very fast and we expect this growth will continue for the coming years."

Suresh Bafna, Suresh Computers, Rajahmundry, defines, "Future looks bright for laptops and peripherals market in India."

Rahul from Ranchi, Jharkhand, states, "The trend in laptop and peripherals market is characterized by innovation and the demand is continually on the rise. In recent years, Lapcare has added a large number of innovative products to its product-line in terms of power banks, security locks, car mobile chargers, multimedia headsets, etc. We are very much satisfied by Lapcare's quality and brand image."

Sibi K Thomas from Calicut (Kerala), states, "For the next 10 years, the market for laptop peripherals will continuously grow. Online business competition is a major threat to the dealers."

**How Lapcare can improve and dominate the market in future !!**

However great a brand might be doing, still there is room for improvement and there are grey areas where the brand can upgrade so that it can grow stronger. For a brand to maintain its success and sustain in the market in the long-run continuous innovation and updation are essential. In this regard, partners express their views on Lapcare.

Majid of Srinagar (J&K) said, "One thing I would like to suggest Lapcare is in Srinagar (J&K) area Lapcare should do more promotion through advertisements, standees, canopies, pamphlets, etc. They should also distribute brand-named pens, T-shirts, bags, etc to the laptop users. That will boost the brand visibility and increase awareness and reach."

Baljeet Singh Juneja of Dehradun (Uttarkhand) states, "Lapcare should expand their range by adding new products. We wish Lapcare a very progressive future."

M. Mohan of Madurai (Tamil Nadu) expresses, "We are glad to see the growth of Lapcare brand. We request Lapcare to kindly plan only one RD at upcountry areas because that makes it easy to promote Lapcare products. Next, since demand for tablet and smart phone accessories is very great at present, we suggest Lapcare to add more tablet and mobile accessories to their line-up to make best use of the opportunities. Also Lapcare should continue with their promotion activity in all cities. We promise our best support to Lapcare."

Gulam Yazdani (Ilyas) of Hyderabad advises, "Lapcare should add more products like laptops ingees, speakers, keyboards, panels, etc to their line-up."

Manoj Navlakha of Guwahati suggests, "Any brand should continually improve itself to retain its position and excel in the industry. It is the quality that made our association with Lapcare stronger."

Rajendra Singh of Kota (Rajasthan) opines, "Lapcare should continue to update their products, quality, price and expand the range in line with the changing needs of the market. Lapcare also should try to manufacture in India



**Manish,** Surana Infosys,  
Cuttack (Orissa)

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under the Make in India scheme. According to me since Lapcare image is great they do not need any brand ambassador. Lapcare should treat all its partners as brand ambassadors. Although Lapcare gives encouraging profit margins, we need better service support in our area. Although we know Lapcare's service support is great in other parts of the country, they should improve their support in Kota region. If Lapcare regularly updates itself according market with quality products and top class service, it will continue to be successful. Lapcare should not allow its image 'Product for Laptops' to change."

Suresh Bafna of Rajahmundry (AP) advises, "Lapcare should enhance their logistics management in the remote branches as ours so that ordered materials are quickly dispatched and reached."

Ajay, Earth Syscom Pvt Ltd, Ahmedabad, adds, "Lapcare should quickly launch compatible spares and peripherals for the new models as soon as they appear in the market so that there is not time lag."

Sandeep adds, Bhopal, opines, "We want lapcare should speed up the availability of their spares as well as service in our area. They need some improvement in this part."

Rahul from Ranchi, Jharkhand, suggests, "Current market situation is very competitive in terms of pricing. We want more effective pricing from Lapcare so that we, Radiant Infosystems, can provide better solutions to our retailers. RMA process needs to be more time-efficient in this part of the country."

Sibi K Thomas from Calicut (Kerala) states, "Lapcare should improve service support and sales schemes. Gifts bundled with products will further improve sales. And there should be foreign trips as incentives for performing partners."

**At last**

From the market feedback, it is obvious that Lapcare is growing by big strides with no nearest competitor. After its success in the laptop accessories & peripherals, now Lapcare plans to add compatible toner and toner cartridges to its portfolio. Of course Lapcare should upgrade their service network in some farflung locations. Backed by its disciplined and strategic approach, it appears there is nothing to stop Lapcare from succeeding in its new ventures.



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Suresh Computers,  
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