

lenovo

Infolink

FLAUNT YOUR IDEAS.



LENOVO PARTNER NETWORK
SUCCEEDING TOGETHER



Subject: Transactional Consumer Unbelievable Offer Launches Tomorrow

Ref # Infolink# 2009023

11-02-2009

Dear Business Partner,

As our New Year Offer draws to an end today we launch one of our most delightful offers effective tomorrow. On purchase of our Premium Notebooks Consumers will get no less than a **Blackberry from Vodafone worth Rs 20,000/- with 1 month subscription!** The offer will be valid on the **1st 1000 purchases only**. Consumers can also choose a **Microsoft office Student pack** instead of the Blackberry if they wish to do so.

On our other notebooks we will continue with a 1 year additional onsite warranty and the desktop offer will continue with a choice between the **Powercom UPS/2 year warranty upgrade/Canon inkjet printer**. However, we have sweetened the offer further by **reducing the processing charges (DD amount) from Rs 999/- to Rs 499.**

Offer Period: Feb 12th-Mar 31st, 2009

The offer redemption website will be live from tomorrow and the URL is

www.lenovo.com/in/lenovomobileoffer or

<http://www.media2win.com/landingpage/Lenovo/lenovomobileoffer> .Please refer to the website for detailed T&Cs.

Advertising Campaign:

To add momentum to this powerful offer we will be launching a high visibility national campaign through **print ads to create instant awareness, interactive google ads , hoardings** to create impact .

But thats not all we are going all out to ensure that you get great footfalls through an intensive **ground activation plan**. The plan includes **banners, gate arches, standees, posters, fliers, canopy and van activations**

The campaign goes live from Feb 14th, 2009.





So spread the good word and help your customers own not only the best in class Notebook but also the best in class mobile phone!

Warm regards,

Sonia Serrao Thomas
Consumer Marketing
Lenovo (India) Pvt Ltd.

Series	MTM	Gift	DD in f
Notebooks			Rs
Y430/Y330/G230	Y430-278125Q,278132Q,278136Q,278137Q,278122Q,278123Q,27813CQ,27813DQ/Y330-226927Q, 226925Q/G230-410723Q	Blackberry or MS Office Education pack	1499
G430/G530	G430-415333Q,415334Q,415228Q,415238Q,415227Q,415237Q,4152ACQ,4153AEQ,/G530-415142Q,415127Q,415128Q,415153Q,/S10- 423123Q, 423153Q, 423154Q	1 year additional onsite warranty	499
Desktops			
Lenovo K/Q/H Series	53122HQ,53122LQ,53122NQ,53131BQ,53131CQ,53131HQ	2 Yr warranty upgrade or printer or UPS	499



Print plan

Publication	Edition	Type	Date	Round
Eeanadu	All Edition (AP)	Display	14th Feb	1
Mathrubhumi	All Kerala Editions	Display	14th Feb	1
Sambad	Bhub+Cuttack	Display	14th Feb	1
Assam Tribune	Guwahati+Dibrugarh	Display	14th Feb	1
Dainik Bhaskar+Divya Bhaskar	All editions	Display	14th Feb	1
Dainik Jagran	All editions	Display	14th Feb	1
Punjab Kesari	Jalandhar (covers entire Punjab)	Display	14th Feb	1
Dainik Bhaskar	Jabalpur+Satna	Display	14th Feb	1
Tribune	Chandigarh	Display	14th Feb	1
Delhi Times	Delhi	Display	14th Feb	1
Daily Thanthi	ALL TN	Display	14th Feb	1
Lokmat	All Except Mumbai (ROM)	Display	14th Feb	1
ABP+Telegraph	ALL West Bengal	Display	14th Feb & 21st Feb	1&2
TOI	Mumbai	Classifieds Display - Computer & IT Section	18th Feb	1
Bangalore Times	Bangalore	Classifieds Display	18th Feb	1
TOI	Bangalore	Classifieds Display - Computer & IT Section	18th Feb	1
TOI	Mumbai	Classifieds Display - Computer & IT Section	23rd Feb	2
Bangalore Times	Bangalore	Classifieds Display -	20th Feb	2
TOI	Bangalore	Classifieds Display - Computer & IT Section	23rd Feb	2
Eeanadu	All Edition (AP)	Display	21st feb	2
Mathrubhumi	All Kerala Editions	Display	21st feb	2
Sambad	Bhub+Cuttack	Display	21st feb	2
Assam Tribune	Guwahati+Dibrugarh	Display	21st feb	2
Dainik Bhaskar+Divya Bhaskar	All editions	Display	21st feb	2
Dainik Jagran	All editions	Display	21st feb	2
Punjab Kesari	Jalandhar (covers entire Punjab)	Display	21st feb	2
Dainik Bhaskar	Jabalpur+Satna	Display	21st feb	2
Tribune	Chandigarh	Display	21st feb	2
Dinamalar	ALL TN	Display	21st Feb	2
Daily Sakal	All Except Mumbai (ROM)	Display	21st Feb	2
HT City	Delhi	Display	21st Feb	2
Delhi Times	Delhi	Display	Mar wk 1	3
Daily Thanthi	ALL TN	Display	Mar wk 1	3
Lokmat	All Except Mumbai (ROM)	Display	Mar wk 1	3
ABP	ALL West Bengal	Display	Mar wk 1	3

Lenovo® recommends
Windows Vista® Home Premium.



THE BEST WAY TO MIX BUSINESS
AND PLEASURE.
A LENOVO IDEAPAD WITH A BLACKBERRY.

Buy the HD ready, feature-rich Lenovo IdeaPad Y430 and get a Blackberry 7310g phone worth Rs. 15,000. Limited offer for the first 1000 customers only.

LENOVO IDEAPAD Y430 NOTEBOOK
MTM: 27813CQ

Intel® Core™2 Duo processor T5800
(2.0 GHz, 800 MHz, 2 MB L2 Cache)
Genuine Windows Vista® Home Premium
2 GB DDR III RAM, 320 GB HDD
DVD±RW / DVD RAM (Tray in)
1.3M camera
256 MB nVidia® Graphics.
HDMI 1.3b1
35.8 cms (14.1) LED backlit Monitor

EMI /-

You can also choose Microsoft Office students' pack
instead of the Blackberry phone.

LENOVO IDEAPAD Y430 NOTEBOOK
MTM: 278132Q

Intel® Pentium® processor T3200
(2.0 GHz, 667 MHz, 1 MB L2 Cache)
Genuine Windows Vista® Home Premium
2 GB DDRII RAM, 250 GB HDD
DVD±RW / DVD RAM (Tray in)
1.3M Camera
Intel® Graphics Media Accelerator 4500
HDMI 1.3b1
35.8 cms (14.1) WXGA LCD Monitor

EMI /-

ideapad.

Toll-free 1800 425 3353 | sms NEW to 53636 | www.lenovo.com/in/lenovomobileoffer

Reliance Users call 080-32007926 | To locate the nearest Lenovo Dealer in your city sms "BP<locality or PinCode>" to 53636.



Ideas From IdeaPad™
Navigation Menu
Home Theatre Mode
Data Recovery Software
Facial Recognition Technology

lenovo®

NEW WORLD. NEW THINKING.™

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BlackBerry 7130g

Features



Uncompromising email, browsing and phone performance in an all-in-one device

- Powerful features:
 - Built-in speakerphone
 - Polyphonic and MP3 ring tones
 - Large dedicated send and end keys
 - Quad-band network support for international roaming
 - Bluetooth® support
- Delivers a dynamic, highly responsive experience when:
 - viewing attachments and graphics
 - browsing the web
 - running applications
- Dramatic performance is the result of a precisely tuned combination of technologies
- Bright, high-resolution color LCD screen provides ample workspace for viewing email, web pages and applications



7130g Specifications

Size	4.5" / 11.5cm (Length) 2.2" / 5.6cm (Width) 0.7" / 1.8cm (Depth)
Weight	4.2 oz. / 120g (Weight)
Keyboard	Combined phone and QWERTY layouts (Keyboard)
Navigation	Thumb-operated trackwheel
Voice Input/Output	Integrated speaker and microphone Hands-free speakerphone Bluetooth v2.0 hands-free headset and car kit support
Notification	Polyphonic and MP3 ring tones, vibrate mode, LED indicator
User Interface	Intuitive icons and menus
Display	Font size (user selectable) Backlighting Light sensing screen
Battery Life	18 days (432 hours) (Standby Time) 4 hours (Talk Time)
Security	Handset: Password protection and keyboard lock Server: Works with BlackBerry Enterprise Server™ for advanced encryption of email and data
Supported Networks	Quad-band network support: 850/900/1800/1900 MHz GSM™/GPRS and 2100 MHz UMTS networks

