

WEBEL MEDIATRONICS LIMITED
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KOLKATA 700 088, WEST BENGAL
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TENDER CALL NOTICE NO. WML: Marketing / 004 / 2011 dated 16.03.2011

ENGAGEMENT OF MARKETING ASSOCIATES

In order to extend its marketing reach all over India for the following products the company wishes to engage Marketing Agents on a non-exclusive basis :-

Community Radio System (CRS) : CRS is a 50W/100W FM Radio Stations catering to an area of around 10-15 km radius for the purpose of Education, Empowerment, Health Awareness, Disaster mitigation etc. For more detail please browse through the respective section in the website www.webelmediatronics.in

Area Traffic Control System (ATCS) : ATCS is an intelligent traffic signal control system that use data for vehicle detector and optimize traffic signals setting in an area to reduce vehicle delays and stops. ATCS comes with a host of features. For more detail please browse through the respective section in the website www.webelmediatronics.in

LED Lights : Retrofit of office lighting system to commercial organization and street lights are the target segments. Energy efficient quality lights with high Colour Rendering Index (CRI) and better lumen per watt is offered. Products come with 3 years warranty having a life of 50000 hours. Return on Investment (ROI) is 2.5 years. Company is looking for major projects in commercial complex, hotels, large hospitals, Govt. agencies, Highways and housing complexes.

OFC Jumpers / Connectors : The company is setting up assembly infrastructure for Optical Fibre Cable (OFC) / Jumpers / Connectors such as Single mode Optical Fibre Jumpers (Patch cords and Pigtails) (Type-I to Type-IV), Adapters (Type-I to Type-IV), Hybrid Jumpers (Type-I to Type VI) and Hybrid Adapters (Type-I to Type-VI). These are used for terminations, connecting the Optical Line Systems to outdoor / indoor optical fibre cables and other optical measurement purposes. Major users of this product are the telecom operators such BSNL, MTNL, Airtel, Vodafone etc.

Disability Related Products & Services : In order to bring benefits of IT technology to disability sector, WML is working in the area of education technology for people with disabilities for last 15 years. Efforts of WML have been recognized by Govt. of India, NASSCOM and others through national level awards several times for indigenous development of software and assistive devices specific to needs of Indian disabled fraternity. Hence the products are proprietary in nature. Products include Braille Transcription System in Indian languages, Electronic Tactile Reader, Math Braille Software, etc. for visually impaired and Voice Output Communication Aid for cerebral palsy affected and Sign language content/ multimedia teaching aid for hearing impaired students.

Established companies / Individual having proven credentials for undertaking the marketing on a Major Customer Zonal / National basis may apply by 4TH April, 2011

The General Manager

Webel Mediatronics Limited

(A Govt. of West Bengal Undertaking)

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