



ACER

TECHNOLOGY FOR FUTURE

One of the leading ICT companies across the globe, Acer has been the forerunner of introducing intelligent, new-age technology, and serving the consumer needs with a futuristic strategy. The brand believes in building long-term relationships with its clients than just one-time serve scope

One of the world's top ICT companies, Acer is a future-focussed brand, which enables a world where hardware, software, and services infuse with one another to open up new possibilities for consumers and businesses alike. Dedicated to research, design, marketing, sales, and support of innovative products Acer worldwide has approximately 95,000 retail locations spread across 160+ countries. Its product offerings include PCs, laptops, gaming devices and accessories, displays, projectors, servers, tablets, and wearables. It has also established itself as the #1 Gaming PC Brand in India, pushing the envelope with Helios, Triton, and Nitro series. In 2019, taking the lead in producing laptops for creators, Acer expanded its series and unveiled a completely new product line aimed specifically for creative content creators-ConceptD.

The company is also developing cloud

solutions to bring together the Internet of Things. With a partner network of over 2500+ channel partners and 100+ exclusive stores in over 370 cities and towns and a network of over 1500+ Acer Customer Service Centers present across India, Acer India aims to reach out to its customers across consumer categories in the most effective manner.

CREATING HISTORY

Incepted in 1976, Acer has always been a technology brand that has been ahead of the curve and has moved beyond just being a computing-only brand and we strive to become the world's most admired leading technology brand in the new digital era. Working on the brand philosophy of 'Breaking barriers between people and technology', Acer's strategy is creating 'progressive design' by bringing to life bleeding-edge engineering and design powered by R&D that resonates with changing consumer behaviors. Focused on efficiency and digitalization in

its business by adapting to the changing requirements of COVID-19 and marketing strategies in the new normal, Acer reworked its strategies and products to fit in the modern needs. During these testing times, the brand witnessed a rise in demand for laptops, desktops, and accessories because of a larger focus on - Work From Home and Study from Home.

RESPONSIBLE BRAND VALUES

Business Ethics is the management philosophy behind organizational, professional, institutional, and social process development, and it has become the primary challenge multinationals, Acer included, are facing in the 21st century.

It is a combination of principles and values that guide management to strive for both economic and social goals. An ethical company is aware that it must assume full economic, legal, social, as well as philanthropic, responsibilities. As a leading global PC brand, accordingly, this is what Acer's integrated CSR strategy is based upon. Since 2006, Acer has comprehensively and thoroughly reviewed its actions for sustainable development. By means of integrating and embedding CSR into its business operation and participating proactively in the global CSR initiatives, Acer has demonstrated its commitments and determination for CSR.