

# PicoPeta Simputers Pvt. Ltd

146, 5th Cross, RMV Extension  
Bangalore- 560 080, INDIA  
Phone: 91-80-3617567, 91-80-3618184  
url: <http://www.picopeta.com>

---

PicoPeta Press Release: July 30, 2003

## **The Amida Simputer to be PicoPeta's Global Brand**

PicoPeta Simputers Pvt Ltd unveiled its Global Brand Strategy for its Simputer Market today by announcing that it will sell its Simputers under the global brand name Amida.

“We are actively seeking markets outside India. This requires us to create a global brand consistent with our vision for the product,” says Prof Swami Manohar, CEO, PicoPeta.

Amida is another name for Buddha, one of India's most original and profound thinkers. Amida literally means *Infinite Light* and *Infinite Life*. The name represents PicoPeta's vision in a deep sense; originality combined with universality and humanism. “Our technologies will strongly reflect these values,” says Prof V. Vinay, Chairman, PicoPeta.

Amida Simputers manufactured at Bharat Electronics will be sold as a BEL-PicoPeta Product in India and abroad. In May 2003, PicoPeta and Bharat Electronics announced their intent to enter the retail market.

PicoPeta Simputers Pvt. Ltd, is the pioneering Simputer technology company, founded by the four Indian Institute of Science inventors of the Simputer. The company was founded in 2001.