

Skullcandy unveils Method ANC earbuds at ₹7,999

Skullcandy has launched its latest earbuds in India. Dubbed as Method ANC, the earbuds are the first to feature active noise cancelling technology in Skullcandy's product portfolio. The lightweight design of the earbuds actively blocks outside noise and distractions. For an added layer of security, the earbuds also come with a built-in tile tracker, which allows users to locate the earbud, as well as magnetic earbuds that fasten securely around the neck when not in use. It comes with a price tag of ₹7,999 and it is available on its official website.



Sony Introduces Alpha 9 II in India

Sony India has introduced the Alpha 9 II (model ILCE-9M2), the latest in its line-up of Alpha full-frame interchangeable lens cameras that target photography professionals in India. Priced ₹3,99,990, the Alpha 9 II follows the popular Alpha 9, known for its speed and performance, and Sony claims the new variant maintains the performance of its predecessor, including blackout-free continuous shooting at up to 20 frames per second with Auto Focus and Auto Exposure tracking, 60 times per second AF/AE calculations, and more.

MARKET



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White Owl launches India's first strong craft beer

White Owl Brewery is set to break an age-old perception around strong beer in India where consumption has historically been driven not for flavour and taste, but for higher alcohol content. The company has launched a strong craft beer called Spike, a first in the craft beer segment in the country. At a higher ABV (alcoholic by volume) of 7.9 per cent as against the mild five per cent in traditional craft beer, Spike is a handcrafted German Weizenbock (strong wheat beer) with banana and clove flavour. This variant has been launched in Mumbai, Pune, Bengaluru, Goa and Delhi in bottle and can formats. The new variant will contribute to White Owl's distribution network expansion three-fold in the coming 6-10 months, said Javed Murad, founder, White Owl.



Hindware Appliances forays into IoT space

In a bid to cater to the evolved lifestyles of consumers in terms of both designs and technology, Hindware Appliances has forayed into Internet of Things (IoT) enabled smart appliances segment to deliver an enhanced 'consumer experience' backed by cutting-edge technology. The company has launched a futuristic range of intelligent and connected 'iPro' products, including water purifier, chimney and water heater keeping in mind the early adapters and evolved users in smart home automation. It can be managed through an app that will assist users in operating, monitoring and controlling the products remotely. The app can be used for auto diagnoses, troubleshooting and registering service requests at the touch of a button.

oppo



International
Cricket Council

Oppo extends partnership with ICC till September 2023

Chinese smartphone maker Oppo has announced that it has extended partnership with the International Cricket Council (ICC) for another four years till September 2023. Oppo will continue to remain the official mobile handset and headset partner of ICC and all its associated events including the ICC Under 19 Cricket World Cup 2020 in South Africa and both men's and women's T20 World Cups in Australia next year.