In India Vaio to Make Comeback on January 15; On Flipkart

On January 15 Vaio is making a comeback in India. The new Vaio laptops will be available for buying in the country through an E-commerce company (Flipkart). The brand had once acquired popularity in the Indian market for its amazing and colorful laptops, though it silently exited the country a few years ago.

Hong Kong grown Nexsto Company, which also sells products like Avita laptops in India and world markets, is returning the Vaio brand via a license agreement with Japan's Vaio Corporation.

It is so far manufacturing, selling, marketing, and serving Vaio laptops in Singapore, Hong Kong, Malaysia, Macau, Taiwan, and the Middle East.

The Vaio laptops coming in the Indian market are stated to be "premium, intelligently-crafted" and deliver "exceptional" quality. The brand hasn't disclosed the specifications or features of its latest models.

"We are looking forward to becoming the top choice for laptop buyers across the country," said Seema Bhatnagar, Regional Business Director, South Asia, Vaio, in a press statement announcing the brand's comeback.

Flipkart has developed a microsite to tease the coming up of the new Vaio laptops in the country. The microsite provides you a sneak peek at the design of the future range and suggests that the laptops will have lightweight development.

Back in 1996, Sony came up with Vaio as its PC subsidiary. It

attracted consumers with its slim models at a time when the market was full of large and thick laptops. The brand also got acknowledged for its 2-in-1 and hybrid models. Sony found it very difficult to survive in the PC market and in the end sold the brand to the investment company, Japan Industrial Partners, in February 2014. That turn took Vaio far from India and world markets.

Vaio's launch comes among a growing laptop market in the country due to the pandemic that has made working from home a mandatory.

According to a recent report shared by International Data Corporation (IDC) states that the PC market in the country saw a 9.2 % year-over-year growth in the third quarter of last year. The market is the term by traditional players including companies HP, Lenovo, and Dell for some time, though newcomers like Xiaomi are expanding their lineups to find new Indian consumers.