

for greater database access

good. He explained that those who need to store and retrieve complex data like images, text, drawings and video clips would find immediate use. Among their targeted end-users are, therefore, those in document and portfolio management.

Multimedia, medical imaging, CAD, geographical information systems (GIS) and financial applications, which need to handle data types like images, sound, solids, portfolios, time series, etc, typically require mixing of databases.

Illustra, Thosar said, allows you to build and query on databases of your special objects like

share portfolios, images, thumbprints, etc.

In fact, he said that through customisation, they can offer high-speed signature scanning services, useful when banks are computerising. The alphanumeric data are entered using conventional data entry techniques but images like signatures require a long time to enter. There is thus a huge backlog and scanning by hand-scanners or flat-bed scanners is slow, providing poor results.

With the high-speed signature scanners they have developed, PDPL can provide user-defined resolution and formats,

scanning between 300 to 400 signature an hour. PDPL, subsidiary of Persistent Data Systems, which is a software exporter under the Software Technology Park scheme, projects a market monopoly for itself. After two years, Thosar said, the competition would end their hold.

As for sales targets, he said that they intend to reach Rs 15 lakh in the first year itself. PDPL was incorporated in April 1994. At the moment, though, the company is identifying people to offer solutions since domain based expertise is unrealistic, Thosar said.

In The News



Dinesh Kumar Banka, Managing Director, Novoflex Marketing Pvt Ltd has received the Udyog Ratna Award of Orissa. It was in recognition of his efforts to develop the export market for precision electronics.

TPM's Elephant brand making a comeback

**SUNIL MUKHOPADHYAY
CALCUTTA, FEB 5**

The Elephant brand writing paper manufactured by the Titagarh Paper Mills (TPM), is ready to make a comeback in a few months.

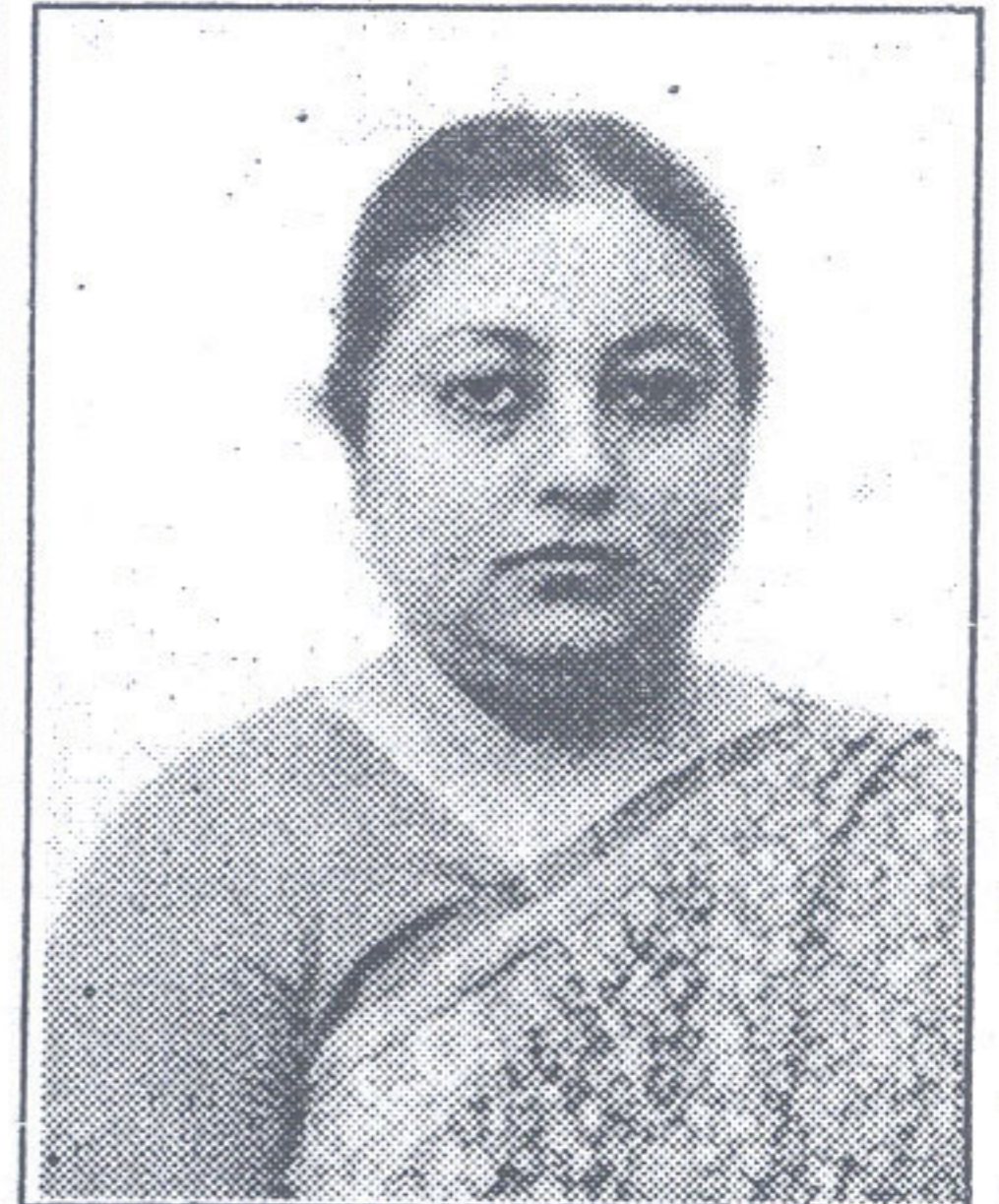
After prolonged closure since the early eighties, this sick company was referred to the Board for Industrial and Financial Reconstruction (BIFR) and was taken over by Titagarh Steels Ltd (TSL) a few months ago. The new manage-

ment has taken up an ambitious Rs 300-crore plan for producing 2,00,000 tonnes of papers of different varieties, including Elephant brand writing paper and newsprint, compared to 45,000 tonnes per annum it used to produce before.

To undertake the technical and feasibility study for the modernisation of the two units of TPM located at Titagarh and Kankinara, TSL have entered into an agreement with a Finnish firm, Jaako Poyry, a

world leader in paper technology consultancy having branches in 25 cities spreading across the world. Their officials are already in Calcutta to begin the study.

Though the BIFR has set a target date of October 1995 for starting production in the Titagarh unit and October 1996 for the Kankinara unit, the company is ahead of target and the commercial production will start by September of this year, Umesh Chowdhury, Director of TPL, told FENS.



Trishna Tandon has been appointed General Manager of the Oberoi Grand. She was earlier GM of the Oberoi Maidens.

Jumpin' takes on the mighty Fruity

**FE NEWS SERVICE
BOMBAY, FEB 5**

Godrej Foods has undertaken a unique way of marketing their tetra pack product, Jumpin' fruit drinks, in order to beat Fruity's stronghold of the market.

The strategy adopted is to sell the products in bulk to airlines, hotels, trains and various other canteens of well known institutions with the explicit understanding that the buyers will

increased to 26 lakh trays of Jumpin' (each tray consists of 27 packs), from 9 lakh trays in 1992-93.

This strategy would make the customers get used to the taste of the drink (to compete with Fruity, which immediately strikes the customer's mind and has a lead in the tetra pack market). This would also assure to keep the sales up and to add on to the retail market sales

months. Indian Airlines alone posted the sales for Jumpin' to Rs 1 crore for a period of seven months.

Along with the airlines, Godrej has focussed on rail service as well. The company started supplying Jumpin' in bulk to Shatabdi Express, the sales of which are hovering around Rs 30-40 lakh.

Since Godrej has signed up some new contracts with the

large market share.

Jumpin', which was launched in October 1991, has managed to catch up 28 per cent of the market share. So, Fruity is still in the lead, with the other tetra packs scrambling to get noticed.

Godrej has not restricted this marketing strategy of supplying Jumpin' in bulk to airlines and trains. They are also supplying Jumpin' to canteens of inst'