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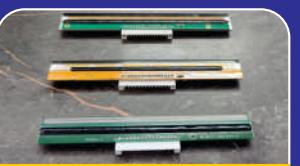
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# SHOWCASES AI-DRIVEN IT MANAGEMENT, CYBERSECURITY INNOVATIONS, AND LINKEDIN BRANDING STRATEGIES



The Association of System Integrators and Retailers in Technology (ASIRT) hosted its 132nd TechDay at Hotel Parle International, Vile Parle East, creating a dynamic platform for IT leaders to explore cutting-edge trends in AI, cybersecurity, and strategic branding.

The event opened with an address by ASIRT President Bharat Chheda, who shared key updates on the association's progress, including a successful membership drive, recent initiatives, and the substantial business impact of ASIRT's active consortiums. He also

proudly showcased ASIRT's VAR India award for its contribution to partner growth.

#### Sponsor Sessions

The evening featured insightful sponsor presentations:

- SuperOps and Shiviom demonstrated how AI-powered IT Asset Management is driving productivity, accuracy, and operational efficiency for MSPs and system integrators.
- Clear Intentions IT Solutions, the Member Sponsor, showcased its Surveillance Analytics



solution, illustrating how deeper insights and actionable intelligence can transform multiple industries.

• NPAV highlighted its robust endpoint security solutions and unveiled new global certifications, reinforcing its position as a strong Make-in-India cybersecurity product with international credibility. Community Engagement Newly joined ASIRT members were welcomed on stage to introduce themselves and share their business specializations,

strengthening community connections and visibility.

#### Evolve Session

Brand and Marketing Strategist Rajeev Mamidanna delivered a practical playbook on personal and company branding. His session emphasized how IT founders can leverage LinkedIn-led visibility to strengthen positioning, influence, and business opportunities, stating that "branding is the foundation of business growth."

The evening concluded with a networking dinner, offering members the opportunity to

connect, collaborate, and continue conversations in a relaxed setting.

#### AboutASIRT

The Association of System Integrators and Retailers in Technology (ASIRT) is one of India's premier IT associations, dedicated to the success of system integrators and technology retailers. Through TechDays, Consortiums, Synergy Biz Conclaves, and strong governance initiatives, ASIRT empowers its members with collaboration, learning, and business opportunities.

For more information, visit [www.asirt.in](http://www.asirt.in)

## ASIRT HOSTS TECHDAY #131 AND AUCTIONS FOR ASIRT CRICKET PREMIER LEAGUE SEASON 7



The Association of System Integrators and Retailers in Technology (ASIRT) hosted an electrifying TechDay #131, featuring the much-anticipated ASIRT Cricket Premier League (ACPL) Season 7 auctions at the Radisson Hotel, Andheri East, Mumbai. The evening was a vibrant blend of technology insights, partner collaboration, and the excitement of ASIRT's signature cricket league auctions — a combination that continues to embody the ASIRT spirit.

Opening Address by ASIRT President Bharat Chheda ASIRT President Bharat Chheda kicked off the evening with an inspiring address, sharing key updates on the association's growth and initiatives. He highlighted membership expansion, upcoming events, and the impact of ASIRT's consortiums in fostering meaningful business collaborations. His remarks reinforced ASIRT's

commitment to unity, innovation, and progress within the IT channel community.

Corporate Patron Sponsors: Shiviom and Scalefusion Next, a joint presentation by Shiviom (distributors) and Scalefusion (a leading Mobile Device Management solutions provider) showcased how businesses can efficiently manage and secure devices, data, and endpoints. The session offered actionable insights for system integrators on positioning MDM as a scalable, value-added solution for enterprise clients, with Shiviom providing robust partner support and distribution expertise.

Member Sponsors: Pal India, Jet Refill World, and Paths Member Sponsors — Pal India Computer Education, Jet Refill World, and Paths — took the stage to share updates on their offerings and initiatives. Their presentations reflected the entrepreneurial energy and

collaborative ethos that define the ASIRT community. The Highlight of the Evening:

"Enjay Presents ACPL Season 7" Auctions Eight spirited teams participated in the ASIRT Premier Cricket League, with owners and their 'buddies' (team captains) enthusiastically building their squads in a lively, competitive bidding atmosphere. The camaraderie and sportsmanship in the room were palpable, reflecting the true spirit of the ASIRT Premier Cricket League.

ACPL Season 7 Teams, Owners, and Buddies:

1. Icons Infocom — Owner: Mittul Nagpal | Buddy: Pankaj Goenka
2. ITCG — Owner: Pratik Shah | Buddy: Bhavyan Kothari
3. Digicom Sec — Owner: Jayesh Shah | Buddy: Hitten Sanghavi
4. AXISY — Owner: Alpesh Patel | Buddy: Jasmin Savani
5. MDR — Owner: Akshay Chaubey | Buddy: Pratik Kuvadia
6. Miracle Tech — Owner: Rajesh Goel | Buddy: Harshad Thakkar
7. Bluecom — Owner: Biren Yadav | Buddy: Ravi Vishwakarma
8. Infobahn — Owner: Amar Shetty | Buddy: Sagar Ghag

Each auction round was filled with strategic bidding, friendly banter, and laughter — proving once again that while competition fuels the ACPL spirit, teamwork and friendships are the true winners. Special shoutout to Mr. Tushar Shah (Paths Group), who brought unmatched energy and wit to the ACPL Season 7 auctions keeping the room entertained and engaged throughout!

#### Collaboration, Community, and Celebration

Beyond the high-energy auctions, TechDay #131 reaffirmed ASIRT's core purpose — bringing together the system integrator community through shared learning, partnerships, and lasting relationships. The event was a perfect balance

of business growth, a sense of belonging, and fun, exemplifying ASIRT's commitment to the holistic development of its members.

#### Networking Dinner

The evening concluded with ASIRT's signature networking dinner, a platform where members celebrated their teams' spirit, exchanged ideas, and enjoyed meaningful conversations that extended beyond business, fostering a sense of community and collaboration.

#### AboutASIRT

The Association of System Integrators and Retailers in Technology (ASIRT) is one of India's leading IT associations, dedicated to empowering system integrators and technology retailers through collaboration, knowledge sharing, and business growth. Through TechDays, Consortiums, ACPL, and Synergy Biz Conclaves, ASIRT continues to build a stronger, more connected IT channel ecosystem.

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MR. MAGAN GANGANI  
PRESIDENT - TAIT



MR. UDAYKUMAR BHOJANI  
EDITOR - PCT Magazine  
MEDIA PARTNER - TAIT

# TAIT HOSTS INSIGHTFUL KNOWLEDGE SESSION & TVSE PRINTER LAUNCH ON 24TH NOVEMBER 2025



The Trade Association of Information Technology (TAIT) successfully organized an impactful knowledge session on 24th November 2025, centered around the growing role of Artificial Intelligence in business

transformation and efficiency. The session featured Mr. Rahul Ghatalia as the keynote speaker, who shared practical strategies on how AI can be adopted by IT businesses to streamline operations, enhance customer engagement, and improve productivity. His insights were well received by the audience and sparked meaningful discussions on the future of technology in the IT channel ecosystem. Mr. Ghatalia was introduced to the members by Director Mr. Parag Shah, who highlighted his expertise and

contributions in the field. The event recorded an impressive turnout with around 75 members actively participating, reflecting strong interest and enthusiasm from the IT community. The session also featured the official launch of TVSE's latest range of Laser printers. The TVSE team presented their product roadmap, unique value propositions, and explained their partner-driven approach to the Indian market, assuring robust after-sales support and opportunities for channel growth. The launch

generated positive feedback and curiosity among the members regarding future collaboration prospects. To acknowledge the contributions of the speaker and express gratitude towards the TVSE team, TAIT President, Mr. Magan Gangani—along with other Directors—presented a momento to both Mr. Rahul Ghatalia and the TVSE team as a token of appreciation. The gesture reinforced TAIT's commitment to nurturing strong industry relationships and promoting meaningful partnerships.



MEDIA PARTNER - TAIT

Overall, the program proved to be highly informative and well-received, adding value to members through knowledge enrichment and new business exposure. TAIT continues to pave the way for its members by creating platforms that encourage learning, collaboration, and industry advancement.

# MAGAN GANGANI, WHO WORKED IN THE COMPUTER BUSINESS WHILE FARMING, HAS BEEN APPOINTED AS THE PRESIDENT OF TAIT

STARTED WITH FARMING IN PADABEKAR VILLAGE OF MORBI DISTRICT, JOINED THE COMPUTER BUSINESS AND CURRENTLY DEVELOPED THE BUSINESS IN MUMBAI UNDER THE NAME NEW TRACK COMPUTERS PVT. LTD. WHICH ALSO HAS BRANCHES IN NASHIK AND CHHATRAPATI SAMBHAGINAGAR.

I AM FULLY PREPARED TO MAKE EVERY EFFORT TO BRING NEW VITALITY TO THE ORGANIZATION AFTER BEING ELECTED AS THE PRESIDENT OF THE TRADE ASSOCIATION OF INFORMATION TECHNOLOGY.

Starting with farming in Rampar (Padabekal) village of Morbi district, he joined the computer business and has now developed a business in Mumbai under the name New Track Computers Pvt. Ltd., which also has branches in Nashik and Chhatrapati Sambhajinagar.

Being elected as the President of the Trade Association of Information Technology, he is fully prepared to make all efforts to bring new vitality to the organization.

He is also associated with caste organizations and is also constantly active in carrying forward the work of Shri Vishwakarma Kelvanidham Near Jodiya.

Today we have to recognize a person who has achieved position and prestige through great effort. This person is Magan Gangani. Maganbhai Govindbhai Gangani, who started his journey from the small village of Rampar (Padabekal) in Morbi district and reached the metropolis of Mumbai, has now entered the ranks of successful businessmen. Magan Gangani, who has established a thriving business of New Track Computers Pvt. Ltd. in Mumbai, has recently been showered with congratulations after being appointed as the president of the "Trade Association of Information Technology Mumbai" (TAIT).

First, let us know a little about TAIT. This is an organization that works for the rights, interests and benefits of traders involved in the computer business. It informs members about what is new in the market, provides guidance on new laws, mediates and tries to find solutions to issues like service, payment, commission. It provides information on the supply chain. It brings together manufacturers and distributors or retailers to solve their problems and TAIT makes all efforts to ensure that more and more businesses run and that businessmen get more income. This organization also organizes a knowledge series every month and calls subject experts to provide guidance.

Thus, the organization that has

HE IS ALSO ASSOCIATED WITH CASTE ORGANIZATIONS AND IS CONSTANTLY ACTIVE IN FURTHERING THE WORK OF SHRI VISHWAKARMA KELVANIDHAM IN JODIYA.

Chhatrapati Sambhajinagar, is today connected with cities and villages across the country through business. This business has been around for about three decades. It has regional distributorship of Canon, Asus, Acer, Samsung, CP Plus, TVS Electronics and other brands.

He has also received many benefits from foreign tours regarding this business. He was especially excited when he got the opportunity to go to South Africa for the first time. Later, for the work of "New Track Computers Pvt. Ltd.", He has received business tour benefits from companies like Dell, Canon, Asus, Acer and Seagate and has visited different countries. So far, he has visited countries like Indonesia, Singapore, Malaysia, Sri Lanka, UAE (Dubai), Spain, Canada, Taiwan, South Korea, China, and Hong Kong on business tours.

Apart from this professional matter, if we talk about other hobbies, he is also fond of listening to light music and swimming. He also devotes time to fulfill these hobbies for his own pleasure. He has only one mantra. Work with your heart.

If you work hard in any field with your heart, then your dreams will definitely come true and you will reach your set goal without fail, says Magan Gangani, a successful businessman.

Magan Gangani, who is currently the president of TAIT, is equally interested in his caste institutions. He serves as a trustee in the Shri Gurjar Kshatriya Kadiya Samaj Trust and is also at the forefront of the work of the Shri Vishwakarma Kelvanidham, which is being built on 20 acres near Jodiya. Thus, he gives equal justice to both business and caste society works.

Contact: Newtrak Computer Pvt. Ltd., Lamington Road, Mumbai. Phone 022 23882627, Mob. 9820200574 Email: magangangani@gmail.com

Apart from this, Nashik and Chhatrapati Sambhajinagar branches can also be contacted.

Lalji Gangani - 9823070112  
Mahesh Gangani - 9822027842



The image shown here is from a special interview conducted by Mr. Uday Bhojani (Owner, Editor of Personal Computer Today) with TAIT (Mumbai) President Mr. Magan Gangani (Director of New Track Computers Pvt. Ltd.)

emerged very strongly is the "Trade Association of Information Technology Mumbai" (TAIT). Magan Gangani has been associated with this organization for the last ten years. He has been the treasurer four times, the vice-president once and has gained vast experience working in the organization. Then, in the board meeting held in October 2025, Maganbhai was crowned as the president and now his responsibility has increased. Accepting these responsibilities with a smiling face, Maganbhai says that this organization has worked well. However, we will make a lot of efforts through teamwork to take it to greater heights.

Especially, the exhibitions that used to be held every year outside the city through networking have been closed for the last two or three years, i.e. during the Corona period, we will try to restart these exhibitions. Otherwise, events are organized by this organization in which one can easily launch a new product in the market. Also, the family get-together that is held in Bombay every year and the networking couple tour will also be organized regularly. Soon, all the members will be taken together and their suggestions will be taken and the plans of the

organization will be arranged. This is what Maganbhai Gangani is saying while accepting the new responsibilities.

All this has been said about the work of the organization, i.e. the "Trade Association of Information Technology Mumbai" (TAIT). But now let us also know a little about the journey of Magan Gangani, who has been appointed as the new president of this organization. Let us understand the Journey to a successful businessman

Maganbhai, who currently runs a thriving business in the metropolis of Mumbai under the name "New Track Computers Pvt. Ltd.", is originally a farmer. His native place is Padabekar village near Rampara in Morbi taluka. Coming from the Gurjar Kshatriya Kadiya Samaj, Maganbhai is the son of a farmer and has done farming very well at a young age. He knows how to drive a bullock cart. He can do all the work from sowing to diverting water in the field with great skill. Today, Maganbhai, who looks good in a coat, pants and tie, may be considered a big businessman as a computer entrepreneur. But still, when he goes to his village, he enjoys doing the farming work himself. He does organic farming on 150 bighas

of land in his native Padabekar. He mostly grows gram. Apart from this, there is also 70 bighas of land in Sankheda near Dabhoi where they produce fruits like bananas and mangoes.

Narrating the story of how we reached our current position, he says that we are originally three brothers. One is Laljibhai Gangani, the other is Maheshbhai Gangani and we were very hardworking since childhood. If I talk about me, I was also very smart in studies. I came to Nashik to do engineering. After completing engineering from K.K. Wagh College Of Engineering, I jumped into the computer market. First, I started computer assembling and retailing consumable stationery, cartridges, etc. in Nashik on a small scale. Later, I got the distributorship of laptops, printers, C.C.T.V. Cameras and strengthened the foundation of "New Track Computers Pvt. Ltd."

Later, the second branch of "New Track Computers Pvt. Ltd." was also developed in Mumbai and Chhatrapati Sambhajinagar (Old Aurangabad). Thus, "New Track Computers Pvt. Ltd.", which has its offices in three cities namely Mumbai, Nashik and





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# SP ROAD HABBA CONTINUES SUCCESSFULLY



SP Road Habba 2025, organized by the Bangalore Electronic Dealers Association, is continuing successfully. Habba Convenor Lalit Dakalia stated that the fame of this Habba is spreading rapidly throughout Karnataka.

The Association has provided all members with a great opportunity to expand their business and provide their customers with a gift for Dussehra and Diwali by winning a lucky draw. All members are urged not to miss the opportunity to win

gifts for their customers on the occasion of Dussehra and Diwali. The main sponsor of SP Road Habba is SanDisk, with co-sponsors Canon and Zebra.

Over 1,200 establishments on SP Road are enthusiastically participating in this Habba. Habba co-conveners Udes Rajpurohit, Amit Borana, Vishal Bohra, Naresh Jain informed that Bangalore Electronic Dealers Association has created a record by giving away 104 lucky gifts on Saturday, which has never happened before in

SP Road. These gifts included a two-wheeler, laptop, home theatre, wireless speaker mic with party speaker, smart watch, ear buds etc. to the members who won the draw.

Association's president Vishal Vardani, general secretary Arun Lunawat requested all the members to give this lucky gift coupon to every customer who shops here or is a wholesale customer and give them an opportunity to win. The lighting of the lamp at the cultural program and

presentation of gifts was done on Saturday by the honored guests Padmashree award winning Indian para athlete K Y Venkatesh, former councilor and Chairman of the Ownership Group Babubhai Mehta, Balkrishna, Devkumar, Prakash Jamin along with Association President Vishal Varandani, Vice President and Habba Convenor Lalit Dakalia, Kishore Rajpurohit, Madanlal Dhoka, General Secretary Arun Lunawat, Joint Secretary Dinesh Charan, Joint Treasurer Kailash

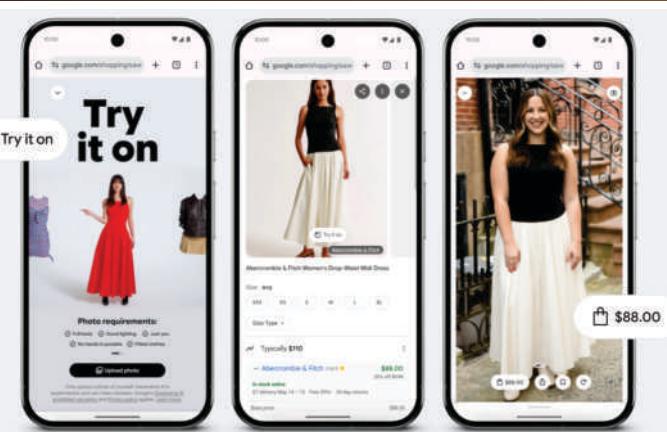
Bohra, Organization Minister Alok Gang.

In the cultural program, guests were welcomed with Yakshagana, showcasing the rich culture of Karnataka, and they were honored with shawls, garlands and mementos by the association.

The magic show by Uday Kumar and other cultural programs at the program captivated the audience. The entire executive members of the association are actively cooperating in the Habba.

## GOOGLE EXPANDS ITS AI-POWERED VIRTUAL APPAREL TRY ON TOOL TO INDIA

Google's virtual try on feature, an artificial intelligence (AI)-powered tool that allows users to see how they would look in an outfit, is finally coming to India. The Mountain View-based tech giant announced the expansion of the feature on Wednesday, highlighting that the users in the country can now find a new "try it on" icon across Google. Tapping the button will let them access the tool and see if they would prefer the look or not, before making a purchase. Notably, it is part of the company's Shopping Graph offering. Google's Virtual Try On Comes to India



In a blog post, the tech giant announced that the AI-powered shopping feature, which was first announced at Google I/O in May, and was released to select users in July, is finally coming to Indian users.

The company says the feature will let users try on billions of apparel items that are listed on its Shopping Graph. It can be accessed via AI Mode, Google Shopping, product results on Google Images, and anywhere else

these listings appear. To access the feature, Indian users can now be on the lookout for these apparel listings and find the "try it on" button. Tapping it opens the tool, where the user will have to upload an image of themselves. After that, the underlying large language model will automatically show the outfit on the user to let them understand how it would feel after the purchase. Speaking of the AI model, Google says the feature is powered by a custom fashion-based image generation model that understand the human anatomy and how different

types of fabric, such as cotton, wool, polyester, and others, folds, stretches, and drapes on different shaped bodies. Notably, the tool will also allow users to scroll through other looks they have tried in the past, save the ones they like, and even share it with others via messaging and social media apps. Separately, Google is also planning to upgrade the user experience of the Gemini app. The company's Group Product Manager, Logan Kilpatrick, said that the tech giant has invested heavily to improve the app, and the newer design would be cleaner and clutter-free.

## GEMINI APP TO GET A MAJOR DESIGN UPGRADE, COULD SOON BE LAUNCHED ON MACOS

Google is working on improving the user experience while using the Gemini app. The confirmation came from one of the company executives, who called the redesign project "UX 2.0." highlighting that the new iteration would fix several user pain-points. Additionally, it was also revealed that the Mountain View-based tech giant is planning to introduce the Gemini app to macOS, making it the company's first venture towards creating an

AI-powered desktop application. While confirming these active projects, the executive did not provide any timeline for when either of these could be released.

### Gemini App to Get a Makeover

Several users on social media platforms have complained that the user interface (UI) of ChatGPT is better than Gemini. The most common issues users mention with the existing Gemini app is the cluttered user interface, difficulty in

finding specific settings, and a cleaner layout. But it appears the tech giant is aware about the problems, and is already working to fix these issues.

In a post on X (formerly known as Twitter), Logan Kilpatrick, the Group Product Manager at Google DeepMind, responded to a user highlighting that the company is making significant investments in the app. A user experience 2.0 (UX 2.0) project is currently underway, and it will make

using the app a more pleasant experience. The important distinction here is that the redesign is not an UI upgrade but an UX upgrade.

To specify, UI deals with specific visual and interactive elements of a product, whereas UX focuses on the entire journey a user has with a product. So, what Kilpatrick is saying is that the upgrade will be more than changing the placement of a few icons, and instead will change how users interact

with the app. Separately, responding to another user, Kilpatrick also highlighted that Josh Woodward, the Vice President of Google and his team are currently developing a macOS version of the Gemini app.

Once launched, this will allow users to access the app directly from the system, instead of opening a browser to find the platform. The tech giant could introduce desktop-specific features as well.

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## YOUTUBE RECAP 2025 ROLLED OUT WITH PERSONALISED CARDS, VIDEO VIEWING INSIGHTS

YouTube has launched its first year-end Recap for videos on the main platform, offering users a summary of their 2025 viewing habits. Until now, a user's YouTube Recap existed only within the YouTube Music app.

The new rollout brings a similar retrospective experience to the main service, presenting an organised snapshot of what viewers watched most throughout the year. The feature comes at a time when

year-end summaries are common across digital platforms, and YouTube's version offers users a clearer look at their interests and viewing patterns.

**YouTube Recap Is the First Yearly Breakdown of Video Viewing Habits**

The new YouTube Recap uses a user's watch history to generate up to 12 cards that highlight top channels, frequently watched topics, shifts in viewing patterns, and a personality category based

on content preferences, the company explained in a blog post. Personality options include the Adventurer, Skill Builder, Sunshiner, Wonder Seeker, Connector, Dreamer, and Philosopher.

Some users will also see music-related data, such as top artists and songs. Those who have used YouTube Music for at least ten hours will be directed to a separate, detailed Music Recap within the YouTube Music app.

Recap appears on the

YouTube homepage and in the 'You' tab on both mobile and desktop. Meanwhile, Web users can also visit [youtube.com/recap](https://youtube.com/recap). The feature begins rolling out today in North America and will expand globally later this week.

Mobile users need the YouTube app version 18.43 or higher. YouTube Recaps are available only for adult accounts and will remain accessible until the end of the year, the company noted.

YouTube says the feature went through over 50 concept tests across nine rounds of user feedback before the final design was selected.

Alongside the rollout, YouTube released trend data for 2025. MrBeast ranked as the top creator for the sixth consecutive year, "The Joe Rogan Experience" led the podcast charts, and Bruno Mars and Lady Gaga's "Die with a Smile" topped the song charts.

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