



# Exchange your old PC!

**I**Store by Reliance Digital, one of India's largest Apple premium reseller chain and the high-end consumer durable and information technology arm of Reliance Retail, announced the launch of its 11th iStore and the 1st iStore in GK 1, M block market, New Delhi, recently. **Neil Nitin Mukesh** who visited the store and is a part of the social initiative said, "I am a big gadget freak and I keep updating myself on what's latest in the field of technology."

An innovative program, *Computers for charity*, allows you to donate old PCs in the next seven days and get a better price on your Mac purchase. The drive is on till September 3 wherein the old computers received will be accounted to the iStore Computer Lab fund, which will be donated to a

school in Delhi for the underprivileged. Neil too pledged his support by giving away his old PC and picked up some Apple products! "I want to encourage the customers to participate in the endeavour and provide quality education to next generation," he said.

The store houses the latest range of Apple products including iPods, MacBooks, iMac, Mac Mini, Apple TV, Cinema Display along with the latest suite of software and accessories for both the professional and consumer segments. Being the largest chain of Apple premium reseller stores it gives a uniform experience to Apple fans. Also, the consumers can enjoy live demonstrations of the products under the guidance of an Apple expert here, besides being assured of dedicated after sales service.