

Targus Launches New Made-In-India Backpack Representing a Fusion of Style and Functionality

Designed for Modern, On-the-Go Professionals in India's Burgeoning Business Communities



Bengaluru, Karnataka Dec 19, 2024 ([IssueWire.com](https://www.issuewire.com)) - The company continues to strengthen and expand its footprint and supply chain presence in the Indian market by bringing more purposeful, innovative solutions that help people carry, connect, and protect their tech

Targus, a leader in laptop bags and mobile computing accessories, today announced the launch of its latest Made-in-India **15.6" Element Backpack (TSB300AP)**, designed to meet the demands of India's modern professionals seeking an affordable yet high-quality carrying case companion.

Targus is committed to continuously improving their products to ensure the optimal end-user experience. The **Targus 15.6" Element Backpack** is a testament to this commitment as it is an improved version of the current **TSB227AP backpack**.

This innovative backpack combines functionality with a durable build while showcasing Targus' ongoing commitment to creating high-quality, locally sourced products that meet the demands of India's modern professionals. Crafted from durable water-resistant materials, this new Made-in-India bag not only offers superior device protection for your devices but also reflects a stylish aesthetic suitable for any setting.

“For more than 40 years, our company has been known for our leading innovation and craftsmanship in laptop cases worldwide,” said **Sandiip Maheshwri, Director, Country Sales in India**. “As we continue to expand our product portfolio in local markets around the world, this new laptop bag is a testament to our company’s ongoing commitment to supporting local economies and manufacturing practices in India.”

The **TSB300AP** is designed for modern professionals, featuring ample storage space and compartments for all your essentials, ensuring you stay organized on the go. Its sleek design and durable construction make it perfect for both work and leisure. The bag features a stylish trolley belt to help manoeuvre through the Indian urban terrain and features a hidden security compartment to help safeguard your valuables. The adjustable and padded straps help you comfortably sail through your everyday.

The new bag will be available online starting **20th December 2024**. It’s time to upgrade with Targus!

For more information, please visit our product page here: <https://ap.targus.com/products/15-6-element-backpack-black-copy>

About Targus

For more than **40 years**, Targus has been revolutionizing mobile computing accessories for large enterprises and consumers, alike — connecting people and technology in meaningful ways. From laptop bags to tablet cases, to peripherals and universal docking stations, we persistently conceive, design, and produce innovative, productivity-boosting solutions that make the complex, simple; and seamlessly integrate into the lifestyles of mobile professionals wherever they work – at home, in the office, or wherever they go. We cross categories, regions, industries, and lifestyles with a breadth and depth of products that provide you with the solutions you need to live, dream, and do.

A global leader in docking, Targus has deployed more than **3 million** universal docking stations around the world in more than 12,000 organizations – with more than 90% of Fortune 1000 companies using Targus products and maintains the number one spot in US B2B Universal Docks party only).

Headquartered in Anaheim, California, Targus has global operations in more than **24 offices** and distribution in more than **100 countries**. Discover Targus and connect with us on social media: [LinkedIn](#), [Facebook](#), [Instagram](#), and [YouTube](#).

Targus global sales results: units + revenue, 2019-2023.

#Source: Circana, US/Canada Retail and US B2B Reseller in Unit Sales, ending June 2024 (Laptop Bag case type = Briefcase, Sleeve, Attache, Slipcase, Messenger Bag)

Source: Circana, US B2B Reseller, Docking Stations Unit Sales, ending June 2024

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