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For Immediate Release

Mouser Electronics Sponsors IITs Technical Fest for Second Year

Global Distributor Is Electronic Components Sponsor at Bombay, Chennai

December 19, 2018 – [Mouser Electronics](#), Inc., the New Product Introduction (NPI) leader that empowers innovation, is a major sponsor at the Indian Institutes of Technology (IITs) annual technical festivals. Mouser representatives will participate as electronic component sponsors at Shaastra at IIT Madras, the first ISO-certified student-run festival, Jan. 3 – 6, after beginning the festival season at Asia's largest science and technology festival, Techfest at IIT Bombay, Dec. 14 – 16.

“Electronics education is key to Mouser's mission, going back to our founding more than 50 years ago,” said Mark Burr-Lonnon, Mouser's Senior Vice President of Global Service & EMEA and APAC Business. “The Indian Institutes of Technology annual technical fests are highly creative and educational endeavors, and we are very proud of this group of talented innovators and engineers.”

At both Techfest and Shaastra, the Mouser booth will feature a showcase of versatile, next-generation development boards that can help engineers create their next designs. Visitors to the booth can also participate in a simple design quiz and enter for a chance to win an [Analog Devices EVAL-ADICUP3029](#) development board with *Bluetooth*[®] and Wi-Fi connectivity for Internet of Things (IoT) applications.

As Electronic Components Partner of Techfest, Mouser will sponsor International Full Throttle, an action-packed competition where teams race remote controlled cars in a dust-filled arena packed with unforgiving barriers. At Shaastra, Mouser is sponsoring the Arduino Programming Challenge, where engineers will solve difficult programming problems using an [Arduino](#) microcontroller board and their electronics and programming skills.

Techfest 2018 expected over 175,000 students, with an outreach of 2,500 colleges across the country and 500 colleges from outside India. Shaastra 2019 is expected to draw up to 75,000 attendees.

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With its broad product line and unsurpassed customer service, Mouser strives to empower innovation among design engineers and buyers by delivering advanced technologies. Mouser stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser Electronics

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 750 manufacturers. Mouser offers 23 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in more than 220 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

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