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For Immediate Release

Mouser Extends Credit Card Payment Options to Include Rupees for Customers in India

May 9, 2016 – [Mouser Electronics](http://www.mouser.com), Inc. today announced that its highly valued customers in India can now use credit cards online in not only U.S. dollars (USD) but also Indian rupees (INR) to purchase any of the over 4 million verified components on the Mouser website for their newest design projects. Mouser is committed to providing customer service excellence, order accuracy and quick delivery, and this new payment option will help customers in India quickly and easily complete their transactions.

As the global authorized distributor with the newest semiconductors and electronic components, Mouser provides design engineers and buyers around the world with the easiest access to the newest products and comprehensive design resources. With real-time availability 24 hours a day, 7 days a week, the site's many resources — including advanced search functions, [Applications and Technologies](#) sites, and inventory tools — offer unique capabilities that help engineers select, purchase, and design the next great thing using genuine parts from over 600 manufacturers.

With both a robust website and a local customer service center in Bangalore that can process credit card payments in Indian rupees, Mouser is uniquely positioned to offer world-class service and high-quality, authorized products to design engineers and buyers across India.

“By accepting credit card payments in Indian rupees from our local customer service center, Mouser is fully supporting the Indian market,” said Mark Burr-Lonnon, Mouser Senior Vice President of APAC Business. “For our valued customers, this means streamlined transactions and even stronger customer support.”

Burr-Lonnon continued, “Today, we’re announcing more than simply a new payment option. We’re showing that our teams around the world strive to ensure that all of our customers are happy with their buying experiences.”

With best-in-class global customer service and an award-winning website, Mouser is the preferred choice of design engineers and buyers for semiconductors and electronic components worldwide.



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With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 22 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 10 million products to locate over 4 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser Electronics

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 4 million products online from more than 600 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 500,000 customers in 170 countries 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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