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**MicroWorld Kicks Off 32-City Road Show In India**

Through this programme, the company aims to strengthen the relationship with resellers as well as expand its reseller base in small towns and cities.

EFY News Network

Tuesday, July 28, 2009: MicroWorld has kicked off a 32-city road show programme in India. Starting from July 16, 2009, the road show will cover 32 cities in the country over a period of two months. This programme is aimed at educating and informing partners and resellers about eScan.

Through this programme, the company is planning to meet all its partners in tier II and tier III towns and cities to understand and address their concerns and to add new partners to its network. These road shows will provide demonstrations to all the resellers about the existing security issues and how eScan is the best fit for the current security scenario, said the company. Partners and resellers can also benefit from the special offers on spot purchase of eScan products.

"This road show is a part of our programme to strengthen the relationship with our resellers in small towns and cities. It will educate and empower our channel partners which will enable us to get closer to our end users. There is also the Monsoon Bonanza scheme that is currently on and offers exciting prizes such as holidays at exotic locations, multimedia mobile phones, refrigerators, DVD players and many more," said Anil Gupta, head, national sales, MicroWorld. "We also hope to expand our reseller base in these cities."

The programme will cover all the four zones of India touching 32 cities, concludes the company.

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