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Escan expands its reach to Eastern India

Appoints Technocrat India as its regional distributor to reach the SOHO and SMB segment in Eastern India

Tuesday, August 25, 2009

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MUMBAI, INDIA: eScan, a provider in IT security services today announced that it has signed up with Technocrat India Pvt. Ltd. as its regional distributor for the states of Bihar, West Bengal, Orissa, Assam and North-East.

With this latest addition eScan has now extended its reach in Eastern India which is a major market for the company, said a press release.

"We are very happy about our collaboration with Technocrat as this alliance marks our third collaboration just three months from April 2009 to August 2009. The second quarter of financial year 2009 has seen an exceptional growth in our pan-India expansion. After having reached out to Gujarat & South India, we wanted to strengthen our presence in Eastern part of the country," explained Sunil Kripalani, vice president – global sales and marketing, MicroWorld.

He added that they are confident that eScan's association with Technocrat would assist in increasing its reach to every user across the SOHO and SMB segment, which is a strong focus area for them.

Anil Gupta, head of National Sales, MicroWorld believes "eScan has extended its reach to all parts of India and is today one of the popular brands among security software. In order to further increase the eScan footprint in the Eastern market we have tied up with Technocrat India."

"This is another step towards our aggressive plan to spread eScan network throughout the country and touch all regions. We are confident that with their robust network and market insights, Technocrat will be an ideal partner in capturing the market in the Eastern region," he added.

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