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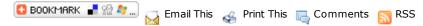
eScan ties-up with new RD for South India

RS Computers will now distribute the companys' products in the states of Tamil Nadu, Kerala, Andhra Pradesh and Karnataka

Wednesday, August 19, 2009

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MUMBAI, INDIA: Security provider eScan has signed up with RS Computer Enterprises as its regional distributor for the states of Tamil Nadu, Kerala, Andhra Pradesh and Karnataka. With this partnership, eScan has now extended its reach in southern India, which is a major market for the company.

eScan is the first global packaged brand in information security from India which provides proactive protection against virus, spam, Trojans, and other information security threats. It is the flagship product of MicroWorld.

"RS Computer comes with immense credibility and loyalty to all the brands it handles, along with a strong network of resellers and VARs across south India," said Sunil Kripalani, VP—Global Sales and Marketing, MicroWorld. "We are confident that RS will prove to be the perfect partner for eScan to increase its reach to every user across the SOHO and SMB segments, which is a strong focus area for us," he added.

According to Sandeep Bagri, CEO, RS Computer Enterprises, the PC market in South India has a high rate of PC penetration and security consciousness among users, and eScan is already a popular brand in these markets. RS Computer has a network of over 800 resellers and five branches.

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