



## **CRN\_eScan launches Road Show for Partners\_28 July'09**

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### **eScan launches Road Show for Partners**

CRN Network, July 28, 2009, 1400 hrs

eScan has flagged off a 32-city road show from July 16, 2009, to reach out to partners and resellers all over India and educate and inform them about eScan.

Through this 2-month long program, 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. Partners and resellers can also benefit from the special offers on spot purchase of eScan products.

“This road show is a part of our program 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.

The program will cover all the four zones of India touching 32 cities like Ambala, Jammu, Karnal, Mandi, Lucknow and Shimla in North; Bangalore, Mysore, Hyderabad, Vijayavada, Vishakhapatnam, Chennai, Trivandram, Cochin, Mangalore, Trichi and Kanyakumari in South, Kolkata; Bhuvaneshwar, Guwahati and Siliguri in the East; Ahmedabad, Baroda, Surat, Bhavnagar, Rajkot, Bharuch, Pune, Nashik, Aurangabad, Nagpur and Jamnagar in the Western region.