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Mumbai, Aug 25, 2009 1435 hrs IST



eScan, the information security provider from India, has appointed Technocrat India as its regional distributor for the states of Bihar, West Bengal, Orissa, Assam and the North-East.

With this latest addition, eScan, the flagship product of MicroWorld, has

now extended its reach in eastern India, which is a major market for the company.

"Our collaboration with Technocrat 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 and South India, we wanted to strengthen our presence in eastern part of the country," said Sunil Kripalani, VP-Global Sales & Marketing, MicroWorld.

eScan's association with Technocrat will assist in increasing its reach to every user across the Soho and SMB segment, which is a strong focus area for eScan, he added.

Anil Gupta, head of national sales, MicroWorld, said, "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."

Technocrat has a network of over 100 employees and seven branches in the country.

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