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MicroWorld Reaches Out to Upcountry Markets

By [ChannelTimes Staff](#)

Mumbai, Jul 27, 2009 1525 hrs IST



MicroWorld, a provider of anti-virus and content security solutions, has kicked-off a 32 city road show programme for eScan. Aimed at educating and informing partners and resellers about eScan, the programme, which began from July 16, 2009, will cover 32 cities over a period of two months.

Covering all the four zones, the programme will touch cities like Ambala, Jammu, Karnal, Mandi, Lucknow & Shimla (north), Bangalore, Mysore, Hyderabad, Vijayavada, Vishakhapatnam, Chennai, Trivandram, Cochin, Mangalore, Trichi & Kanyakumari (south), Kolkata, Bhuvaneshwar, Guwahati & Siliguri (east), Ahmedabad, Baroda, Surat, Bhavnagar, Rajkot, Bharuch, Pune, Nashik, Aurangabad, Nagpur & Jamnagar (west).

Through this programme, the vendor 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. The programme 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 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. We also hope to expand our reseller base in these cities. 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.

What do you think of this development?

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