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e-Scan appoints Technocrat as its RD for East

The anti-virus solutions company has long been targeting for a major breakthrough in the national spectrum with its regional distributor model

Avishek Rakshit

Monday, August 24, 2009

Kolkata: Reinstating its plans for a major national presence and foraying deep into major markets, e-Scan has recently appointed Kolkata-based Technocrat as its regional distributor for the eastern region.

Speaking over their recent collaborative effort with Technocrat, Anil Gupta, National Head-Sales, Microworld said, "Technocrat has a good track record in the channel space and we would like to associate with partners having a good reputation and reach. This year, we will be specially concentrating on the southern and eastern markets and will be striving for atleast 100 percent growth."

Keeping the same in mind the company has

already appointed RS Computers as its RD for the southern region. Also, Gupta said that at present, e-Scan has 3,000 active channel partners across India and this year, the company is planning to double it.

Speaking about the market edge of e-Scan, Asif Khan, Jt. Director, Technocrat said, "Unlike most of the anti-virus vendors, e-Scan has its own R&D center in India. The company is able to provide anti-virus solutions at the earliest and is fast emerging. Also, e-Scan is already a brand in the market and has good recall value. It is a brand which is time-tested and has been accepted by people across the nation."

Technocrat has been emerging as a distributor from the solutions space way back in December last year with the national distributorship of A-Data products. Now, with the addition of e-Scan in their portfolio, the company is expecting a major leap forward. Commenting over the latest development, Khan said, "We signed up with e-Scan in the beginning of this month as their RD for the East. We are concentrating on building up a strong base here in this segment and with the potential resources we have, I am sure we can break into the market."

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Currently, Technocrat will be concentrating on its channel base of 1,000 partners across the country and Khan cleared his views that for the time being, the company will only concentrate on its existing base rather than expanding it. "We will focus on our existing channel partners for this product at present. Also, for e-Scan, we will be further consolidating the channel base for distribution and will not be offering this product to all of our partners," Khan clarified.

Although the anti-virus market in the city is on an expansion mode with new users experimenting with different brands, Kolkata seems to be saturated internally with major brands accounting for nearly all the marketshare. However, last year, Kaspersky, K7 and BitDefender have been success stories and Technocrat is expecting to repeat the same with e-Scan. "Primarily, our target is to increase our annual revenue by Rs 4 crores after the tie-up. Given the condition of the market and the dynamics of the eastern region, I think we will be easily able to achieve our revenue target with e-Scan. We are doing well with A-Data and expect to increase our portfolio in distribution further," he concluded.

Sounding a similar aggressive tone, Gupta added, "95 percent of our global business is channel oriented and we firmly believe in the RD model of distribution. We believe in setting up our base through the channels and have full confidence in the same. Last FY, we grew at around 100 percent and this year, we expect it to do the same."

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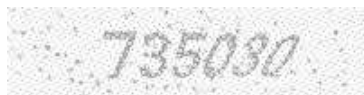
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