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[Home](#) > [Reseller Alert](#)

## eScan reaches out to upcountry partners

### Solution Alert

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*The company flagged off a 32-city roadshow that will reach out to all their tier-2 and 3 partners in a period of two months*

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Tuesday, July 28, 2009

Mumbai: Microworld Software's eScan brand has flagged off a 32-city roadshow program to reach out to partners and resellers all over India. Starting from July 16 the roadshow will cover 32 cities in the country over a period of two months.

Through this program the company is planning to meet all its partners in tier-2 and tier-3 towns and cities to understand and address their concerns and to add new partners to its network. These roadshows

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 roadshow 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, "We also hope to expand our reseller base in these cities," he added.

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.

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