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eScan Spreads Its Reach To Eastern India

Technocrat India Pvt Ltd to be the regional distributor for the region.

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Tuesday, August 25, 2009: eScan, the 1st global packaged brand in Information Security from India that provides proactive protection against virus, spam, Trojans, and many other information security threats has signed up with Technocrat India Pvt. Ltd. as its regional distributor for the states of Bihar, West Bengal, Orissa, Assam and North-East. With this latest addition eScan has now extended its reach in Eastern India which is a major market for the company.

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"We are very happy about our collaboration with Technocrat as this alliance 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 & South India, we wanted to strengthen our presence in Eastern part of the country. We are confident that eScan's association with Technocrat will assist in increasing its reach to every user across the SOHO & SMB segment, which is a strong focus area for us," explained Mr. Sunil Kripalani, Vice President – Global Sales & Marketing, MicroWorld.

Anil Gupta, Head of National Sales, MicroWorld believes "eScan has extended its reach to all parts of India and is today one of the popular brands among security software. In order to further increase the eScan footprint in the Eastern market we have tied up with Technocrat India. 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".

eScan, the flagship product of MicroWorld, and has received several accolades both in the domestic and international market like the AV Comparative, Virus Bulletin, Checkmark and PC Security Labs to name a few. With the introduction of ERS (eScan Remote Support), eScan is today one of the most popular brands even in the tier II and III cities as this feature allows eScan to provide fast and efficient solutions to customers. The solution is also sought after by consumers for its user friendly interfaces, robust technology and reliable solutions.

"The PC revolution has touched each and every part of India and East India is no exception. The consumers here are very evolved and aware about the need for security. eScan is already a popular brand in these markets and we are proud to represent the brand here. Through our network of over 100 employees and 7 branches, we are confident that we will add to this popularity. eScan is a very consumer centric brand and constantly keeps evolving its features and support services to meet the needs of its consumers. Therefore, I believe it will be a pleasure to work with the brand," said Mr. Asif Khan & Debashish Biswas, Director, Technocrat India Pvt Ltd.

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