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# SMECHANNELS

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## Educating Customer can help build the brand

'eScan Challenge' to educate & create awareness about virus & other security concerns

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eScan 11 has introduced an exciting promotional offer for its end users, 'eScan Challenge'. The promotional activity has already begun from July 22, 2011 in Gujarat and will be conducted pan India as a special drive to educate and create awareness about virus and other security concerns, keeping in mind the current scenario of Virus, Malware and hack attacks.

The Road Show, as the promotional activity is a unique concept which would connect eScan to its end users and will take place all across India beginning with four cities of Gujarat namely Ahmedabad, Baroda, Surat & Rajkot. eScan's range of products are one of the most preferred Anti-Virus and Information Security Solutions amongst the IT users in Gujarat.

eScan will organize 'Free Virus Cleaning Camp' at various reseller outlets across the cities and will be supported by eScan's sales and technical team on field. Customers can bring their computers and laptops to the camp and get a free Virus check done. The promotional activity also brings a surprise bonanza for the end users. Customers who choose to buy eScan range of products from the free Virus Cleaning Camp also reap extravagant benefit from eScan which includes a Lucky Draw for its esteemed end customers and the winner wins a trip to Bangkok. To participate in the Lucky Draw, end users need to buy the eScan software and get registered on the eScan website with complete details. The offer is subject to specific products, and may vary.

Anil Gupta, AVP- India Sales, eScan said, "the road show is a part of our program to strengthen the relationship with our end users and increase the awareness about the current security concerns and empower our end users, thus strengthening the business of our channel partners".