# "Anti-virus Market in India is Witnessing Constant Growth"

**Anil Gupta, AVP – India Sales, eScan, talks exclusively to IT WEB QUEST, giving an insight about the newly released eScan version 14 SOHO editions, Company's strategy, prime focus of eScan, growth drivers, challenges faced and with other vital information.**

**IT WEB QUEST**: Can you please give an insight about newly released eScan version 14 SOHO editions with cloud security?

**Anil Gupta:** With our latest eScan version with Cloud security, we aim to provide our customers with an enhanced secured computing environment.eScanversion 14 with Cloud Security includes many usability enhancements and improvements in order to deliver superlative protection against emerging threats targeting Windows-based systems. It is power packed with technologies such as eScan Security Network, Advanced Virus Control, MicroWorld Winsock Layer, Non- Intrusive Learning Patterns as well as Domain and IP Reputation Checker that help eScan ensures proactive protection even from next generation threats.The cloud-based eScan Security Network ensures protection from latest and unknown threats. It also includes a new Tile-based GUI that makes eScan extremely user-friendly and is even highly optimized to increase performance. The Secure Delete facility under Privacy Control helps users to permanently delete files and folders without the fear of having the files retrieved by the use of third-party applications, thus preventing misuse of personal information.

**ITWQ: What kind of strategy have you planned to position this product successfully in the market?**

**AG:** We are in constant process of improvising our product range in accordance to the feedback we receive from our users across the globe in order to ensure that eScan matches the constantly changing security needs of IT users. The product launched recently is for the home user segment. We have ensured that it meets the security needs of our customers and provides them a safe computing environment.
Moreover, keeping our channel community in mind and according to the current market scenario, with the launch of the latest version, we have increased the profitability for our partners. We provide them training, pre-sales support, post-sales support along with sales leads. We also help them with trade shows, advertising, seminars, events, exclusive pre-release reviews, direct mailing, marketing collateral, online support, product documentation and demo kits.

**ITWQ: What is the prime focus of eScan today? What are some of the top priorities for the Company?**

**AG:** As, mentioned earlier, our prime focus is to offer world-class products to our customers that provide a secured computing experience to our customers. Also, being a channel centric brand, our channel partners are our top priority. Hence, we also focus to ensure their profitability. Moreover, this year, we have aggressive marketing plans along with more focus on regional marketing.
We are on the verge of introducing new 97 SKUs. We have planned our strategies in order to aggressively penetrate into the market and have our market share increased by additional 15-20% from SOHO and SMB SKUs including our security solutions for Mac, Mobile and Tablet.

**ITWQ: What are the Growth Drivers?**

**AG:** The overall anti-virus market in India is witnessing constant growth and it will only continue. Today, Internet is increasingly becoming an integral part of lives, be it personal or professional; education, entertainment, and work. IT users continue to increase the time spent online using wide range of digital devices such as Smartphones, laptops, Tablets, to name a few that has led to a new conduit for cyber threats that are more sophisticated and targeted causing irreparable damage to digital devices, the information stored in them as well as the networks. The need to protect networks and all related digital devices in it from evolving cyber security threats has led to an increase in the demand of IT security software.

**ITWQ: What are the new challenges that you face in relation to the Indian market?**

**AG:** There are many new players from across the globe are now showing interest in the Indian market. With increasing number of brands available in the market, customers have multiple choices in terms of features and costing. Hence, to continue being the most preferred choice of customer is one of the biggest challenges. Moreover, cyber criminals regularly come up more intelligent techniques of attacks. To ensure that your product has the ability to satisfy the ever changing IT security needs of your customers is always a challenge.
Also, there are freeware available in the market that just provides the basic level of protection. But though they are so-called free, they become the first choice of IT users who are not completely aware of the current scenario of cyber security landscape. Piracy of security solutions is also a challenge.

**ITWQ: Are there any plans by the Company to get in to expansion mode by entering in to any tie up or partnership?**

**AG:** Yes, we are in talks with multiple leading national and regional level partners for our multiple SKUs as mentioned above.

**ITWQ: Since this is a new product released, are you planning any kind of training for your channel partners so as to ensure enhanced profitability for them?**

**AG:** Yes, we have planned multiple channel training meets in each state along with introducing multiple SKUs in the JAS quarter to demonstrate and train our esteemed partners on the new eScan range of cloud-based products.

**ITWQ: How is the company positioned currently and what is your strategic roadmap for the year ahead?**

**AG:** We are currently among the top 5 security brands. In the last 4-5 years our sole focus was on creating awareness amongst channel partners across the country. Having achieved approximately 95% awareness amongst the IT channel in India, we have now consciously decided to create mass awareness and our focus this year is entirely on creating end customer awareness through various marketing activities like road shows, ad campaigns, hoardings, branding, participation in leading end customer events, radio, etc.

**ITWQ: Where do you see eScan 3 years down the line?**

**AG:** Three years down the line, we see eScan at the number one position in the Anti-Virus market in India.

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