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eScan Appoints Technocrat as RD

Posted Tuesday, August 25, 2009 By ITVN Network

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eScan 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.

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 eScans 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 Sunil Kripalani, Vice President Global Sales & Marketing, MicroWorld

The PC revolution has touched each and every part of India ad 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 Â Asif Khan & Debashish Biswas, Director, Technocrat India Pvt Ltd.

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