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eScan Reaches out to Upcountry Partners

by [MarketFlash Bureau Mumbai](#)

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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 flagged off a 32 city road show programme. This road show is programmed to reach out to partners and resellers all over India.

Starting from July 16, 2009, the road show will cover 32 cities in the country over a period of 2 months.

Aimed at educating and informing partners and resellers about eScan, the road show will form a catalyst in cementing an already strong relationship. Through this programme the company is planning to meet all its partners in tier II and tier III towns & cities to understand and address their concerns and to add new partners to its network. These road shows 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 road show is a part of our programme 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 Mr. Anil Gupta, Head - National Sales, MicroWorld, “We also hope to expand our reseller base in these cities”. He added further.

The programme will cover all the four zones of India touching 32 cities like Ambala, Jammu, Karnal, Mandi, Lucknow & Shimla in North, Bangalore, Mysore,

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