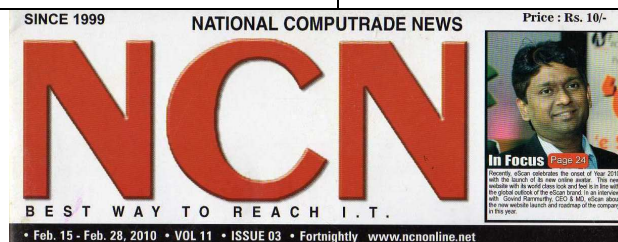


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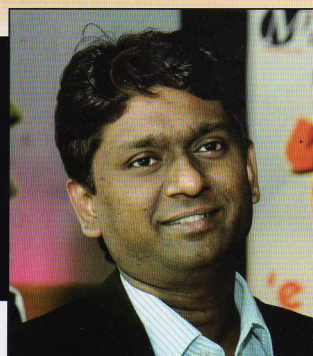
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■ In Focus

"We will focus more on end users marketing and promotions to create awareness among the entire population in the country"

Recently, eScan celebrates the onset of Year 2010 with the launch of its new online avatar. This new website with its world class look and feel is in line with the global outlook of the eScan brand. In an interview with Govind Rammurthy, CEO & MD, eScan about the new website launch and roadmap of the company in this year. Excerpts of the interview:



What is the idea behind to launch the new website?

The new website, www.escanav.com brings an easy and user friendly interface to its visitors. The website is targeted to address the needs of both the channel partners and the end users. Through unique functions like RSS feeds for */eScan Hotfix Alerts/* and */eScan Virus Alerts/* the website provides visitors with not just product information but also updates them with critical information that helps to keep them safe online. Besides these, there are many special features which give the website a boost. One can subscribe to the */eScan RSS Feeds/* to get real time update on security. The new website also offers better navigation through the different pages and layers making it easier to search for information and help. With the new social media connections, one can now easily keep up to date with the latest in the world of online security by following eScan's updates on popular social networking sites like Twitter and Facebook and others with just a click. Also the enhanced support option on the website provides a hassle-free approach to a customer to reach out to eScan for support. Thus, the idea behind the launch of the new website is to increase our brand connect with customers.

How eScan is fairing in the Indian market?

eScan has strategically expanded in the South and East geographies and it has proven to be a great year to have achieved inroads in these 2 regions. eScan is now proud to say that its products are available across the length and breadth of the country not only in Metro or Mega Cities but in a large number of B & C Class cities, from Porbandar in West to Agartala in East and from Kashmir in North to Kanyakumari in the South.

What are your brand promotion activities?

Our focus till now has been on creating

channel awareness, training partners, engineers and resellers on our products and build AV specialist. In 2010, we will be focusing more on end users, to create awareness and brand loyalty among the computer user segment, by radio ads, Newspaper ads, conducting road shows at major outlets like theatres, Malls, University campuses, Government offices etc.

What are the most dangerous threats of the end user at the moment?

The major threats that at the moment on web space are Social networking sites, banking security, and botnets, as well as attacks targeting users, businesses, and applications. The attackers are using a person's computer resources and Internet bandwidth to send out spam, host poisoned web pages, host downloads of illegal software, movies, music, etc.

What are the main reasons to choose your product instead of other programs?

eScan is a complete AntiVirus, AntiSpam and Content Security solution that provides proactive protection to computers against Trojan, Worm, Rootkits, Keyloggers, Malware, Spam and Offensive Content. It detects suspicious applications, provides Heuristics protection, and Host Intrusion Prevention System (HIPS) which monitors all the network activities on the system. It is equipped with the revolutionary MicroWorld Winsock Layer (MWL) Technology that detects information security threats at the Windows socket layer itself, before it reaches the Application Layer to prevent the applications from getting infected. eScan has one of the fastest automatic updating system against new and emerging threats while it counters unknown threats using advanced Behavioral Analysis to provide protection from zero day threats. eScan

Govind Rammurthy, CEO & MD, eScan

also provides Multi-level protection against zero day threats. eScan SMB and Corporate users can also remotely administer a vast network using the powerful eScan Management Console (EMC). EMC remotely installs eScan, deploys upgrades; updates and enforce Integrated Security Policies for the entire network.

What is your distribution strategy?

During the year 2009 eScan appointed four Regional Distributors. We now have more than 5000 partners selling eScan across the country. We focus more on end users marketing and promotions to create awareness among the entire population in the country by radio ads, Newspaper ads, Conducting road shows at major outlets like theatres, Malls, University campuses, Government offices etc.

What is your roadmap in 2010?

In 2010 our penetration in B & C Class cities is encouraging and we will strive further to consolidate our position in the smaller markets and look at 35% to 45% growth. We will focus more on end users marketing and promotions to create awareness among the entire population in the country by radio ads, Newspaper ads, Conducting road shows at major outlets like theatres, Malls, University campuses, Government offices etc. eScan for Mac systems and eScan for iPhones will be the new solutions that we are planning to launch in 2010 as there has been a significant increase in their user base. This increase in numbers will provide the cyber criminals the incentive to increase the number of attacks aimed at these communities.