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July 24, 2012



eScan announces that Mr. Ravi Shankar Subramanyam has joined eScan as Head Enterprise Business for the Education vertical all-India and corporate accounts in the Southern, Eastern and North Eastern states and will report to Mr. Sunil Kripalani, Senior Vice President – Global Sales and Marketing.

In his new role, Ravi Shankar will be responsible for driving growth and profitability of the brand by identifying new strategic partnership and business growth opportunities, driving segment strategy development and business management.

On appointment of Ravi Shankar, Mr. Kripalani commented, "We are delighted to have Mr. Ravi Shankar Subramanyam on board. Education vertical in the all-India scenario is a vast and vibrant landscape, with many government initiatives and private sector initiatives. Healthcare, IT and Manufacturing verticals in the Southern states are gaining momentum with new business strategies. Ravi Shankar holds an extensive experience in national and international sales of IT software solutions and has strong analytical, business development, marketing & merchandising, strategizing skills coupled with relationship building skills across horizontal & vertical layers. Hence, he will prove to be an asset to the organization in expanding reach of eScan, thus contributing towards further strengthening our leading position in the market across the region."

On his joining eScan, Ravi Shankar said, "It feels great to be with eScan. I look forward to actively contribute in driving high growth initiatives for the brand in the business segments pan India."