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SiliconIndia

eScan launches road show program in 32 Indian cities

By   siliconindia news bureau
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Bangalore: eScan has launched a 32 city road show program to reach out to partners and resellers all over India. Starting from July 16, 2009, the road show will cover 32 cities in the India over a period of two months. "This road show is a part of our program 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 Anil Gupta, Head, National Sales, MicroWorld.
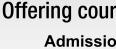
The main aim of this road show is to educate and inform partners and resellers about eScan. Through this program the company is planning to meet all its partners in tier II and tier III towns and cities to understand and address their concerns and to add new partners to its network. These road shows 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.

The programme will cover all the four zones of India touching important cities like Jammu, Lucknow and Shimla in North; Bangalore, Mysore, Hyderabad, Chennai in South; Kolkata, Bhuvaneshwar in the East and Ahmedabad, Pune, Nagpur in the Western region.

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