Computer & Technology

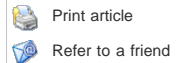## eScan TO PARTICIPATE IN ACMA ICT & CMDA IT EXPO SHOW, to prop up SALES IN GUJARAT & PUNE

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2011-12-15 11:49:15 - **eScan, one of the leading Security Solution providers and the World's first Real-time Anti-Virus and Content Security Solution developer announced it's participation at the ACMA ICT Show 2011 that begins in Ahmedabad from Dec 16, 2011 to Dec 18, 2011 & CMDA IT EXPO in Pune from Dec 15, 2011 to Dec 18, 2011**

eScan will be showcasing it's wide range of SOHO, SMB & Enterprise products at these respective shows. eScan wants to use these exhibitions as a platform to help strengthen its market share in TIER II cities. eScan has already established its credentials as an ideal security product in the market across all the segments, be it SOHO, SMB or Enterprise.

ACMA ICT SHOW 2011 & CMDA IT EXPO SHOW are heralded as one of the large & the most important ICT events in Gujarat and Pune that attract a broad cross-section of representatives, from buyers & sellers to trade associations and state Government enterprises. As part of eScan expansion plans, these exhibitions will provide a fair opportunity with highly flexible

Mr. Sunil Kripalani - Senior Vice President - Global Sales & Marketing

environment to achieve a wide range of sales and marketing objectives, from generating sales leads and to build its brand image in TIER II cities.

Mr. Sunil Kripalani, Senior Vice President - Global Sales & Marketing, eScan, sharing his views said, "Platforms such as ACMA and CMDA provide a dynamic environment for widespread sales and marketing activities to us. It will also help maintaining strong customer relations and appointing new agents. eScan has been doing enormously good in Ahemdabad & Pune over the past years. This participation will serve as a platform to build up a strong tie with our prospective customers in such TIER II cities."

About eScan:

eScan, the world's first Real-time Anti-Virus and Content Security software for desktops and servers is developed and marketed by MicroWorld. It is powered by innovative and futuristic technologies, such as MWL Technology, DIRC Technology, NILP Technology, and sophisticated Anti-Virus Heuristic Algorithms that not only provide protection from current threats, but can also provide proactive protection against

evolving threats. It has achieved several certifications and awards from some of the most prestigious testing bodies, notable among them being Virus Bulletin, AV-Comparatives, West Coast Labs (Checkmark), ICSA, and PCSL labs. Combining the power of various technologies, eScan provides Multilevel Real-time Protection to Computers and Networks. For more information, visit www.escanav.com.

About ACMA ICT 2011:

ACMA ICT SHOW 2011 is a focal point for ICT industry of Gujarat, attracting a broad cross-section of representatives, from buyers & sellers to trade associations and the state Government enterprises to media. ACMA ICT SHOW offer mass exposure, enabling participant to reach a large proportion of the marketplace of Gujarat in a short space of time. ACMA ICT SHOW is also one of the quickest and most cost-effective means of exploring and entering the unexplored territory.

About CMDA IT EXPO 2011:

CMDA 2011 is Pune's Biggest and Only IT Expo, which is in its 14th Successive Year. It provides best opportunity for its participants to display their IT products and latest trends in technology to 50000+ visitors in and around Pune and to avail best of brand building and marketing opportunities thru Key Sponsor, CIO Partner, Stalls, Banners, Awards etc. Computer & Media Dealers Association, Pune, popularly known as CMDA, organizes it. Founded in 1993, CMDA is one of the premier associations of IT dealers and resellers in India with the primary objective of working for the betterment of IT trading community, and increasing the IT awareness amongst the consumers.