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MicroWorld Appoints Shani As Distributor

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Shani will distribute MicroWorld's anti-virus and content security solutions in Gujarat.

Monday, March 23, 2009: MicroWorld has appointed Shani Peripherals as its distributor for Gujarat. With this strategic association, MicroWorld aims at expanding its market reach for its anti-virus and content security solutions in this region.

Anil Gupta, head, national sales, MicroWorld, said, "With a decade long experience of handling premium networking and peripheral brands, Shani possesses the requisite credentials to help expand our reach and market share in this rapidly growing region."

"MicroWorld products perfectly complement our vision and goals and we are happy with our tie-up with MicroWorld for eScan security products. As security market is growing so fast, Shani thought to enter into the security product portfolio and we are happy to become a master distributor of eScan products in Gujarat region. We have a network of more than 100 SIs, 200 value added resellers and around 400 resellers across Gujarat and we will deliver eScan range products through all these channels in the Gujarat region," said Kshitij Desai, director and founder member, Shani Peripherals.