

## Microchip Technology names Tecnomics as new authorised Indian distributor

*Tecnomics is a premier technology marketing and component distribution company*

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Microchip Technology Inc. [NASDAQ: MCHP], a leading provider of microcontroller and analog semiconductors, has announced the appointment of Tecnomics Marketing Services Pvt Ltd, as its authorised distributor in India.

According to Joe Krawczyk, director of Asia Sales at Microchip Technology, Tecnomics was selected because of their ability to service the needs of Microchip's embedded-control customers, and for their in-depth knowledge of the India market.

**'As one of India's premier technology marketing and component distribution companies focused on embedded design, Tecnomics is the ideal partner to extend our value in the India market,'** said Krawczyk.

Suresh Kumar, CEO of Tecnomics, said his company shares Microchip's passion, and was keen to create a strong and vibrant community of users and developers promoting the use of Microchip products in India.

**'Our goal is to act as a catalyst to promote vibrancy and growth through a series of activities supporting the user community here in India, and by growing the pool of ready and talented engineers the business community needs to rapidly create robust applications which can be deployed anywhere.'**

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### About Tecnomics

Tecnomics is a technology marketing and value added distribution company. Founded in 1991, the company is headquartered in Bangalore, India with Southeast Asia headquarters in Singapore. For more information visit the Tecnomics Web site at <http://www.tecnomic.com/>.

### About Microchip

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller and analog semiconductors, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Ariz., Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at <http://www.microchip.com/>

**For more information, Please contact:**

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