

Rashi Peripherals ties with APC

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Rashi Peripherals Pvt Ltd, Mumbai based national distributor today announced its national distribution tie-up for transactional business with American Power Corporation (APC). To begin with Rashi will be taking care of products that include UPS (up to 1.5 KVA) and Notebook accessories.

Mr. Suresh Pansari, MD, Rashi Peripherals elaborating on the development said, 'We are extremely happy with this new tie-up as this will give us good opportunity to enter a new segment of power solution. Also APC products are known for their quality which will give an upper edge over the competitors'.

Commenting on the announcement, Mr. Biju Bruno, Director Sales - Transactional Business APC India Pvt Ltd said, 'APC products are already a winner in power solutions and Rashi' reach spread across the Indian geography will help us reach out to the untapped regions. Besides, this tie-up with Rashi will give APC an option of increasing our base in India and also has a strong marketing track record.'

Mr. Bruno further added, 'Rashi' product range is quite vast and includes laptops and other high end networking products will go along well with our range of power solutions'.

With increasing usage of laptops the need for data protection is fast becoming a necessity and innovative products like laptop bags with inbuilt batteries are just going to prove an ideal choice for ever demanding users. Other products that are going to prove real solutions are multi car chargers wherein users can charge almost all the popular power hungry devices including MP3 players, mobile phones etc.

To create awareness about APC products and equip their partners on power solutions APC and Rashi Peripherals are planning to have a dealer training program in the coming quarter in B, C and D class cities in the first phase followed by A and B class cities in the next.

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About APC-MGE

APC-MGE, a \$3 billion (€ 2.4 billion) leading global provider of Critical Power and Cooling Services and a company of Schneider Electric, offers the industry's most comprehensive product and solution range for critical IT and process applications in industrial, enterprise, small and medium business and home environments. APC-MGE solutions include uninterruptible power supplies (UPS), precision cooling units, racks, and design and management software, including the industry's only integrated power, cooling, and management solution. Backed by the industry's Broadest service organization and an industry leading R&D investment, APC-MGEs 12,000 employees help customers confront today's unprecedented power, cooling and management challenges. Schneider Electric, with 105,000 employees and operations in 190 countries, had 2006 annual sales of \$18

billion (€ 13.7 billion).

For more information on APC-MGE, please visit www.apc-mge.com.

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About Rashi Peripherals Pvt. Ltd.

Rashi is one of the leading distribution Companies in India with distribution of world famous brands like ASUSTEK, AMD, Altec Lansing (West & South), COMPEX, HP, IBM, LENOVO, LOGITECH, PROLINK, NETGEAR, SENAO, SONY, XFX. Channel Magazine - CRN has ranked Rashi at No.1 (in B Group) for I.T distribution in India. Apart from this Rashi is a member of the elite DQ Channels Silver Club. Rashi has its own ISO 9001:2001 accredited RP Tech Branded Systems. Its products comprise mostly high end, quality and premium range. Rashi has grown consistently over a period of years and its turnover for the financial year 2005-06 is Rs. 385 Crore and is expected to touch Rs 480 crore in year 2006-07. Today Rashi has 50 Branches all across the country and more then 3500 Reseller base who are working together with us under various programs.

For more information please visit www.rptechindia.com.

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You can also visit www.rptechindia.com for more information.