

## Rashi Peripherals to distribute Leadtek NVIDIA Quadro Graphic Cards

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Mumbai, Maharashtra, IND, 2007-07-03 11:14:24 (IndiaPRwire.com)

Rashi Peripherals, one of the leading IT distributors in India today announced its tie-up with Leadtek Research Inc., the exclusive workstation partner of NVIDIA in Asia except Japan to expand Quadro market and provide better service to customers in India.

As India market is becoming one of the most important in the world, Leadtek is dedicating more and more effort in India Quadro market and has decided to ally with Rashi to offer more Quadro products and services to channel customers.

'We are delighted to have partnered with Rashi Peripherals to expand our business as they are one of the leading distributors in India' said Mr. K. S. Lu, Founder, CEO and President of Leadtek. 'Leadtek has its sight set on nothing less than top ranking international corporate status. With a reputation as trail blazer and performance leader we try to enrich the physical welfare of society and provide the best service to customers to make dreams a reality.'

Nvidia Quadro graphic cards cater to professional markets and users who demand 24x7 stability, quality and reliability. Some of the key industry verticals which look in Quadro as a graphics solutions are Manufacturing, DCC (Digital Content Creation) and non linear editing, AEC (Architecture, Engineering and Construction), GIS (Geographical Information System), Finance and Oil and Gas sector.

Welcoming the tie-up Mr. Randy Lewis, Director of Worldwide Channel Sales, Professional Solutions Group at NVIDIA said, 'Rashi is already an important partner for NVIDIA in the region and we are confident that this new extended relationship will benefit the channel customers in several ways. We are delighted to hear on this new partnership and wish Rashi and Leadtek all the best in this new endeavor.'

With the rapid growth and potential on the Indian market, Leadtek is trying to consolidate its business base and expand market share. Rashi' extensive channel will provide the best opportunity for Leadtek to get closer to the customers in the entire region by easily dividing the whole country into a sales network and assign a dedicated sales team to each area. This will help Leadtek to provide their products and services with more ease and efficiency through the broad sales network with customers getting better support into the bargain.

Highlighting the tie-up details, Mr. Kapal Pansari, Head - New Business Development, Rashi Peripherals said, 'With Indian economy booming and the emergence and development of infrastructure not restricting only to Metros, Rashi will be able to penetrate in the markets with its reach and provide solutions to industries locally instead of they looking forward towards metros'.

The launch will follow with a series of training programs and national advertisement campaign.

All the Quadro graphic cards come along with a 3 year warranty and will be available at all the 50 branches of Rashi Peripherals.

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Rashi is one of the leading distribution Companies in India with distribution of world famous brands like ASUSTEK, ALTEC LANSING , APC, COMPEX, HP, IBM, LENOVO, LOGITECH, PROCURVE, PROLINK, NETGEAR, SANDISK, 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 the period of years and its turnover for the financial year 2006-07 is expected to cross Rs. 480 Crore. Today Rashi has 50 Branches all across the country and more then 4000 Reseller base who are working together with us under various programs. For more information please visit [www.rptechindia.com](http://www.rptechindia.com).

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You can also visit [www.rptechindia.com](http://www.rptechindia.com) for more information.