

AMD appoints Rashi Peripherals as National Distributor

AMD (Advanced Micro Devices), a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets, today announced the appointment of Rashi Peripherals Pvt. Ltd. as a key distributor for India.

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AMD (Advanced Micro Devices), a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets, today announced the appointment of Rashi Peripherals Pvt. Ltd. as a key distributor for India. Rashi Peripherals is one of the leading distribution companies in India with a strong portfolio of complimentary product lines which offer a symbiotic environment for the customers. Rashi Peripherals has now been appointed by AMD as the authorized distributor for AMD's entire range of CPUs across India.

Announcing the relationship, Mr. Haresh Bharia, Director, Channel Sales, AMD India, said 'Rashi Peripherals has a strong distribution network of computing solutions across the country. Our association with Rashi Peripherals will allow us to leverage their network and fulfill the growing demand for AMD products and solutions in the country. The Indian market has a lot of potential and is growing at a fast pace. With this distribution partnership we hope to take our cutting edge technology products and solutions to some of the untapped territories in the country.'

Speaking on the occasion, Suresh Pansari, Managing Director, Rashi Peripherals, said, 'AMD is becoming a very popular choice among users as it offers a good value proposition to customers through its wide array of products and solutions. Our effort to address the needs of the customer has brought us together and we hope this association will help us penetrate the market more effectively, delivering the right solution to our mutual customers'.

AMD is a processing powerhouse focused on delivering high-performance, energy-efficient and visually realistic solutions. Over the years, AMD's leadership in innovation and energy-efficient technology has given it an edge as the technology partner of choice. AMD's customer centric philosophy has helped its industry partners to be successful in many markets by providing them a plethora of products, including value computing products, to suit the needs of mutual customers.

Rashi Peripherals, with its network of 51 branches and close relationships with system integrators (SI), will distribute all AMD PIBs (Processor in a Box), including AMD Sempron® processors, AMD Athlon® processors, AMD Opteron® processors, and AMD Turion® mobile technology, in India.

The other national distributors of AMD include Ingram Micro, Avnet and Channel Tech.

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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, SENAQ, 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.

For more information, Please contact:

Ashu Mehrotra

Manager PR & Events - Rashi Peripherals

022-67090820

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