

Nexans appoints Rashi as national distributor for India

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Announcing the tie-up Mr. Chia Kim Seah, Managing Director Nexans South East Asia, said *'With the Indian economy booming there is a huge demand for quality products, especially in passive networking, and this agreement will enable us to address that gap in the market. With an ally like Rashi we are able to reach out to partners who look forward to selling technology products and provide the ideal solutions for their needs'*.

Nexans is a global leader in cables and cabling systems and offers an extensive range of products in cabling and passive networking segment. It offers a complete portfolio of cables and solutions for market segments as diverse as the automotive, rolling stock and aerospace industries, shipbuilding, nuclear power, oil & gas and petrochemicals, material handling and automation.

Elaborating on the tie-up, Mr. Suresh Pansari, Managing Director Rashi Peripherals said, *'Nexans is known worldwide for its high quality products and with Indian networking markets maturing and showing positive trends for the future it is imperative that Nexans products are made available to the local markets'*.

Mr. DS Nagendra, GM, LAN, Nexans Singapore Pte Ltd. was also very optimistic, saying, *'Rashi's reach, which covers the length and breadth of India, together with Nexan's comprehensive range of active networking products will offer an important additional service to the channel partners working in specific vertical markets'*.

To create awareness about the range of products covered by the distribution agreement, Rashi and Nexans have already scheduled a series of launch events in India's leading cities including Bangalore, Chennai, Delhi and Mumbai. A technical training programme is also planned and details will be announced when this is finalised.

Some of the products to be distributed by Rashi include Essential 5e and 6 systems, including cables, patch cords, connectors and patch panels.

The tie-up will enable Rashi Peripherals to strengthen its product portfolio and enter a new market segment of passive networking.

All the products will be available through Rashi Peripherals and its 51 branches spread across India.

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About Nexans

With energy as the basis of its development, Nexans, the worldwide leader in the cable industry, offers an extensive range of cables and cabling systems. The Group is a global player in the infrastructure, industry and building markets. Nexans addresses a series of market segments from energy, transport and telecom networks to shipbuilding, oil and gas, nuclear, automotive, electronics, aeronautics, handling and automation. With an industrial presence in more than 30 countries and commercial activities worldwide, Nexans employs 21,000 people and had sales in 2006 of 7.5 billion euros. Nexans is listed on the Paris stock exchange, compartment A of the Eurolist of Euronext. For more information please visit www.nexans.com.

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, SENAIO, 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.

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