

## 11 Steps to London with SONY & JETWAY

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Rashi Peripherals a leading value added IT hardware distributor in association with SONY and Jetway brands, announces '11 Steps to London' an incentive scheme, in order to give more value to its loyal partners.

The scheme is applicable to all partners on purchase of Sony Internal DVD Writers, Internal Memory card readers and the entire Jetway range of motherboards as per the slabs. The scheme will run from December 07 to March 08.

The focus of the scheme is to appreciate the partner effort as well as also help partners from the upcountry markets to be able to achieve the target slabs and enjoy the benefits. The focus of the scheme is to incentivise partners across the length and breadth of India and hence a period of 4 months is defined for scheme.

Announcing the scheme, Mr. Kapal Pansari, Business Development Manager- Rashi Peripherals Pvt. Ltd. said, 'This is another way of rewarding our loyal partners who have been supporting us to grow Sony and Jetway brands respectively. **11 Steps to London** scheme has been designed keeping two different set of partners for Sony & Jetway on basis of their monthly average off take and all the slabs has been worked out accordingly to make sure partner achieves the given slabs comfortably.'

This multi levelled scheme is applicable for partners across India and on completion of each level there is a reward for the partners on each level. On completion of 7 levels a partner automatically qualifies to be recognized as **STORAGE AUTHORISED PARTNER (SAP)**. On reaching level 11, a partner qualifies for a trip to London for a single person and on achieving level 15 which incidentally is the maximum slab; a partner will be able to take a family of three to London.

Apart from the London trip there are other exciting prizes on completion of each step that includes prizes like Smart Mobile Phones, Digital Cameras, Refrigerators, Motor bikes, LCD Television and many more to be won.

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### **About Rashi Peripherals**

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](http://www.rptechindia.com).

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