

## Rashi raises the service standards for Asus Products

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Announcing the strategic development Mr. Suresh Pansari, MD, Rashi Peripherals said, 'It's always been our endeavour to provide the BEST of products and service to our customers and Asus which is already world renowned brand, with this initiative will surely get the same position in India as well'.

Initially the plan is to roll out the replacement of motherboards and later, basis on market feedback will add more product categories.

Further to this, partners of other cities (upcountry market) will have advance replacement facility from centralized Rashi RMA centre. Rashi will provide a National toll-free number that will be made operational by the beginning of new financial year. Partners of upcountry market just need to call on the toll-free number and provide the details of the products. Call centre will verify the details online and issue a RMA ticket. The Centralized RMA centre will ship the replacement at the address of the partner; simultaneously the faulty product would be exchanged with repaired or new motherboard.

This advance replacement facility will also be available to selected partners in the upcountry market having a focus on Asus business. This will enable the partners to bring the TAT (Turn Around Time) on par with the 53 locations where Rashi has direct presence. With this new process in place, Rashi embarks on new dimension in IT Industry in India.

RASHI CARE CENTRE (RCC) team includes more than 95 engineers spread across 53 service centres In India. The service network is backed by central RMA facility based in Vasai near Mumbai. The infrastructure at Vasai includes a BGA and IC replacement machines and it is equipped to carry out repairs as per RoHS standards.

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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

Crone. 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.