

11 Steps To London Concludes Successfully

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Giving the details about the scheme, Mr. Kapal Pansari, Director Marketing Rashi Peripherals said, 'It's always been an endeavor from Rashi to reward our loyal and hard working partners, and taking them to a place like London in this sweltering heat is like an icing on the cake'.

The trip will include a visit to some of the famous landmarks of London including, Madame Tussauds Wax Museum, Westminster Abbey, Trafalgar Square, Piccadilly Circus and many more.

This multi levelled scheme was applicable for partners across India and on completion of each level there was a reward for the partners on each level. On completion of 7 levels a partner automatically qualified to be recognized as **STORAGE AUTHORISED PARTNER (SAP)**.

'The objective of the scheme was to motivate partners as well as get a stronger foothold in the market and with the results we have surely hit the bulls' eye', opined Mr. Alok Choudhary, Group Business Manager, Rashi Peripherals.

The pinnacle of the scheme was the level 15 wherein on attaining it, a partner will take a family of three to London.

Apart from London trip there were many other awards for the partners like Sony LCD TV, Handycams, Digital cameras, Window AC, Motor cycles and many more.

Interestingly, the participation from the upcountry partners was very high and as much as 45 percent of the total awards have gone to them. On an average both Jetway and SONY touched an additional business to the tune of 35 percent during the scheme period.

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About Rashi Peripherals Pvt. Ltd

Rashi is one of the leading distribution Companies in India with distribution of world famous brands like AMD, ALTEC LANSING (West & South), APC, ASUSTEK, COMPEX, FREECOM, HP, PROCURVE, JETWAY, LEADTEK, LENOVO, LOGITECH, NETGEAR, NEXANS, PIXELVIEW, SANDISK, SENAIO, SONY and XFX. 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 was Rs. 670 Crore (US\$ 175 million) for the financial year 2007-08. This year the company plans to grow by more than 50 - 60% over its last year figures. Today Rashi has 53 Branches all across the country and more than 9000 reseller base who are working together with the company for distribution of its brands.

For more information please visit www.rptechindia.com.

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