

HP Procurve and Rashi Complete 1 Year of Tie-Up

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Commenting on the 1st year of successful partnership, Mr. Rajanikanth Urs, (Sales Manager - India & South Asia) HP ProCurve said, 'Since our tie-up last year we have been able to reach some of the untapped territories and enroll new partners who otherwise were elusive to us. In the last one year we have also introduced products that have pioneered the networking segment in India'.

To commemorate this special occasion, both the vendor and the distributor have come up with a range of promotional activities to help partners gain more than ever before. For loyal partners doing business above Rs 5.25 Lacs (on select models) from 1st June - 31st July, there will be a chance to visit London. Besides there will be 3 different slabs of 1, 2 and 3 Lacs so that even the smaller regions are suitably rewarded for their efforts.

'It's been a constant endeavour at Rashi to provide the best of the products and services and ProCurve has been one of the prominent brands we had added to our kitty since last year. Further to this we have been receiving an excellent support from ProCurve which in turn has bolstered our partner confidence on the brand', said Mr. Rohit Agarwal, Deputy General Manager, Rashi Peripherals.

To further strengthen the tie-up, the focus in the next year will be on certification of partners according to their strengths. The certification will be in four categories namely, ProCurve Elite, ProCurve Specialist, ProCurve Professional and ProCurve Select. Each of these categories will be having a limited number of partners to begin with and will be constantly monitored by ProCurve.

In order to create more visibility and brand recall for ProCurve POS activities like Dangers and glow sign boards for selective partners are on the anvil.

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