

# THE DQ WEEK

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## THE DQWEEK

A CYBERMEDIA publication

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CHENNAI | DELHI | BANGALORE | MUMBAI

Feb 20-26, 2012 | Vol 16 No 8 | Pages 12-14

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### QuantM Net Technologies to acquire IT services company

**NIVEDAN PRAKASH**  
New Delhi, February 17

QuantM Net Technologies, one of the leading solution providers in the country, is acquiring a Delhi based application software and services firm. While the details of the acquisition are not yet known, the company has confirmed the move.

"With this acquisition, the company will mark its presence into enterprise application business as well."

Nivedan Prakash, CEO of QuantM, said, "We have been long planning to venture into the application services business. With this move, we have acquired a majority stake in an existing application software and services company. This existing company already has some of its clients and will continue to run, but it will either become our client or part of QuantM Net Technologies group. This company will be responsible for re-organisation."

Prakash added, "The move is a strategic one. We are not disclosing the name of the company post-acquisition. And as some projects will still pending, we have not come out openly with an official announcement. We don't want the existing name of the company to go into the public," Prakash said.

For the last few years, QuantM has been heading towards an aggressive expansion and growth plan by opening new operational centres in the US and UK. It also added a multi-core data center and state-of-the-art NOC facility to its current IT infrastructure in Gurgaon.

With the business of the growth plan, one investment opportunity that QuantM has seen is a possibility

### Managed print service providers form new association

**SANDHYA MALHOTRA**  
Mumbai, February 17

The managed print service providers of India have formed a new association. The association will focus on providing managed print services to its members and will also work on expanding the managed print services in India.

The association will have its headquarters in Mumbai. It will also have regional offices in other major cities of India.

Sandhya Malhotra, CEO of the association, said, "The managed print service providers of India have formed a new association. The association will focus on providing managed print services to its members and will also work on expanding the managed print services in India."

Malhotra added, "The association will have its headquarters in Mumbai. It will also have regional offices in other major cities of India."

### Poll manifesto to drive PC sales in Uttar Pradesh

**NIVEDAN PRAKASH**  
New Delhi, February 17

The assembly polls in Uttar Pradesh are being keenly watched and hot by the politicians, pollsters and political parties, but also by channel partners of the state. The state's IT industry is expected to see a surge in PC sales as the state government is expected to announce a manifesto to drive PC sales in the state.

The state government is expected to announce a manifesto to drive PC sales in the state. The state government is expected to announce a manifesto to drive PC sales in the state.

### Channel partners hope to cash in on Samajwadi Party victory, as it promises students free laptops and tablets

**DQWEEK EXCLUSIVE**

Channel partners hope to cash in on Samajwadi Party victory, as it promises students free laptops and tablets. The state government is expected to announce a manifesto to drive PC sales in the state.

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### Event completes appointments of regional distributors

**SANDHYA MALHOTRA**  
New Delhi, February 17

Event WorldWide, a leading electronics and consumer electronics distributor, has completed the appointment of regional distributors for its products in the northern region. The company is expected to announce a manifesto to drive PC sales in the state.

The state government is expected to announce a manifesto to drive PC sales in the state. The state government is expected to announce a manifesto to drive PC sales in the state.

### Besides the appointment of Vendors in western region, it has roped in Sangee Communications as RD in North for telecom accessories

**SANDHYA MALHOTRA**  
New Delhi, February 17

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**Managed print service providers form new association**

The MPPS will grow as one of India's largest associations by expanding its membership base from 200 to 2,000 in 6 months.

### NPS providers form MPPS of India

**SANDHYA MALHOTRA**  
Mumbai, February 17

The managed print service providers of India have formed a new association. The association will focus on providing managed print services to its members and will also work on expanding the managed print services in India.

The association will have its headquarters in Mumbai. It will also have regional offices in other major cities of India.

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- Weekly IT Channel newspaper covering North, South, East & West regions.

- Reaches the IT channels community through its four editions- Delhi, Mumbai, Kolkata & Chennai.

- Strongest up-country reach covering over 50,000 channel partners in more than 550 towns & cities.

# THE DQWEEK

## Integrated Marketing Solutions

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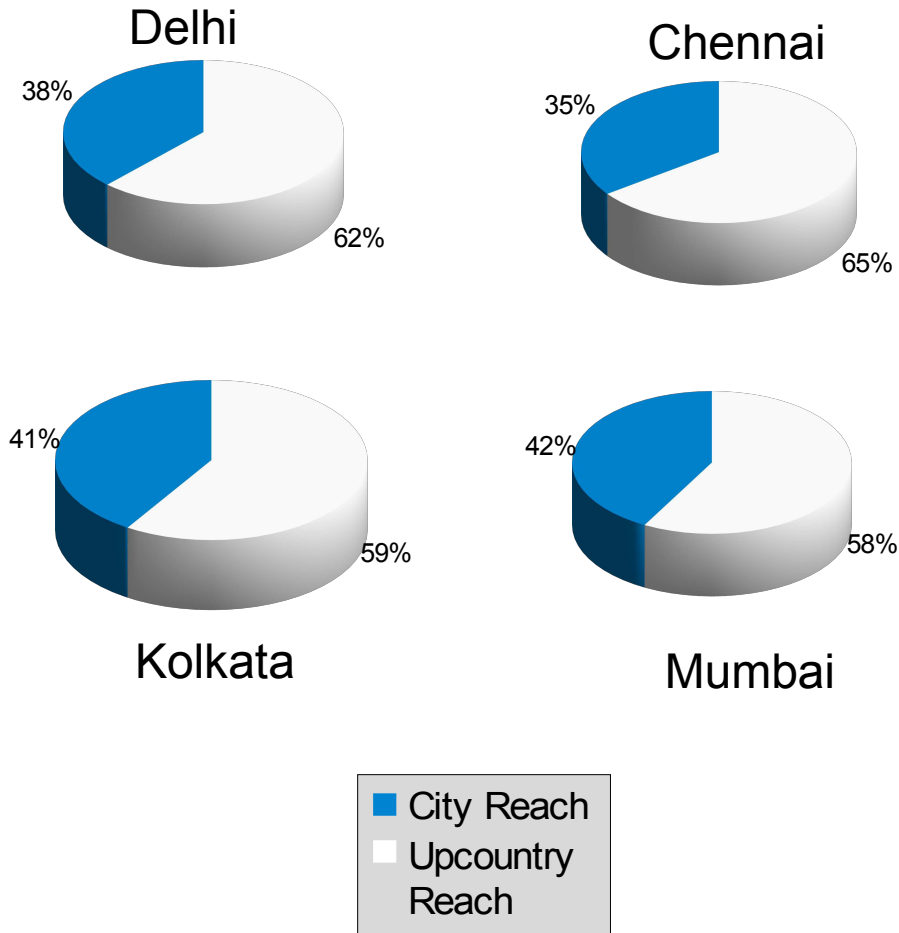


Since 1996 our media products and services have been seen as the most credible resource on the IT Channel community

-We provide integrated marketing solutions that help technology marketers manage channel strategy and accelerate technology sales.

- Our mission is to provide world-class editorial coverage, research, consulting, events and marketing services for vendors in the technology industry

### Readership as per Edition



### Print

**Reader's Profile :** National distributors, Regional distributors, Resellers ,VARs & Vendors.

- Readership – **1,07,500**
  - Delhi - **35,000**
  - Chennai - **24,500**
  - Kolkata – **23,000**
  - Mumbai – **25,000**
  
- Circulation - **45,000** (Regular)
  - Delhi - **14600**
  - Chennai - **12550**
  - Kolkata – **8550**
  - Mumbai – **9550**
  
- Circulation - **49,000** (Special)

### Region

News, updates, people movement within the regional channel market of vendors, distributors & resellers.

### Nation

News, updates, people movement within the national channel market of vendors, distributors, resellers & solutions providers.

### Channel Bonanza

Details of all channel related schemes for a particular week/month, from vendors, national distributors and channel partners.

### Market Scan

Overview of C & D class cities. It covers the strong business verticals & the overallmarket potential for various IT products .

Contd...

### Products

This section will feature the product specifications, product image, pricing and contact details.

### Retail Ratna

A photo visual feature of a retail outlet, along with quotes from the owner about the USPs.

### Classified

Collection of market offerings from the channel community.

### Telecom

Updates & trends from the telecom channel partner industry.

### Security & Surveillance

Updates and trends from the surveillance industry, physical security & biometrics markets.

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CHENNAI DELHI KOLKATA MUMBAI

Feb 25-March 3, 2013

National Supplement - Personal Storage

## Flashes drives to cloud storage

Storage devices have come a long way from floppy disks to those on the cloud

**RAHINDRA MALHOTRA**

New Delhi, February 25

Personal storage is something that everyone needs. Be it students, professional or businessmen. Everyone has a ton of data to store, be it documents, photos, videos, music, etc. In the past, people used to use floppy disks and CD-ROMs to store their data. But now, it's so convenient to carry everything you need with you, without any hassle. Thanks to the growth of personal flash storage, the demand for personal flash storage has grown greatly over the past year. Flash storage has also become more affordable, making it a preferred choice of storage.

Today, there is about 2 zettabytes—that's 2.2 billion terabytes—of digital information in the world. With most of this information being proprietary, music, digital content, and so on, it's no wonder most of the data lives on mobile devices. With the influx of portable music players, digital cameras, mobile phones, Personal Media Players, etc., users today carry GBs of storage with them at any point of time. There are a number of ways to store this data, such as portable HDDs, USB flash drives, etc. that allow users to store and transfer data from one medium to another.

The growth has been massive and according to industry estimates, there are over 100 million units of external HDDs, some 10 lakh USB flash drives and an equally large number of flash cards are being sold.

The Solid State Drive revolution, device can store more and more data within comparatively smaller space. The true evolution of storage devices still lies in the Cloud Storage revolution.

Despite the shortage, storage vendors like Seagate, Western Digital, and others are launching out innovative solutions. Digital content storage is becoming an innovative market. The growth of mobile network drive for the digital homes.

Consumers today are more discerning and demanding than ever before—they not only want their storage devices to be fast but also look out for products that are visually appealing.

Flash card market in India has seen a significant growth in the last few years. The market is expected to grow by 15% in 2013. The market is expected to grow by 15% in 2013. The market is expected to grow by 15% in 2013.

By industry estimates, the external storage market in India clocked approximately ₹1,200 crore and is expected to double by 2016. Despite the slip in the HDD market due to the shortage created by floods in Thailand, the external HDD market has also seen a growth of 10% in million units in 2012 to 1.83 million units, and contributed to ₹240 crore.

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Evolution of personal storage

Personal storage has also transformed into a big time gelling segment and today a large number of companies with well-established brand and size USB drives according to their needs.

The Indian storage market is poised to keep evolving for the next couple of years with external HDDs being the prime to keep attracting new and existing users. USB drives look like to become more of a handy device for storing personal files will keep attracting new features.

External cloud storage will continue to grow. It is likely to give higher revenues to the partners. In the external storage space, with higher storage than HDD and above, are likely to gain market share in the coming quarters. The fact will be to make these devices Wi-Fi enabled, so as to have better accessibility.

Portable SSD in personal storage devices

Storage devices have come a long way from floppy disks to those on the cloud. The evolution of storage devices still lies in the Cloud Storage revolution.

Despite the shortage, storage vendors like Seagate, Western Digital, and others are launching out innovative solutions. Digital content storage is becoming an innovative market. The growth of mobile network drive for the digital homes.

"The growth of the India flash cards market clearly follows the trend of mobile handset and digital camera shipments. The increasing penetration of mobile phones and digital cameras will ensure a strong volume over growth for the flash cards market," stated Nikhil Khanna, Chief Analyst, IT Department, CyberMedia Research Institute, Prajwal. Mobile phones being used as an alternative data source, as a content digital camera and an alternative data source, will drive the demand for flash cards. In fact, today's most generation smart phones are actually becoming increasingly powerful handheld computers and they will drive the adoption of external SSDs to store and share photos, games, music and video clips etc.

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INTEX provides complete digital experience on PC, and due to the digital nature of the live music, it is a perfect choice for live music enthusiasts.

## Lenovo strengthens storage portfolio with lomega

**NEW DELHI BUREAU**

New Delhi, February 25

Storage and EMC Corporation has entered into a partnership that will enhance Lenovo's position in China and other key, high-growth markets. The new move is expected to speed innovation and drive growth in the storage market by leveraging the product development talent and resources of both companies, while driving scale and efficiency in the partners' respective supply chains.

The move is a strategic step in leveraging the two leading companies' respective strengths, across three main areas. First, Lenovo and EMC have formed a server incubation development program that will accelerate and extend the product capabilities in the server market for both companies. These servers will be brought to market by Lenovo, while EMC will continue to drive storage systems over time.

Second, the companies have formed an OEM and reseller relationship in which Lenovo will provide EMC's industry-leading networked storage solutions to its customers, initially in China and expanding into other global markets in step with the ongoing development of its server business.

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The National Supplement is a one stop information point on the market, major players, trends and future opportunities of IT technologies.

## The Supplement covers :

- Competitive analysis & pricing trends
- Opportunities and forecast
- Profiling of related IT partners
- Channel strategies of vendors.

Example: Laptops & Desktops , UPS , Structured Cabling etc....

Issue Date : Last week of Every Month  
Total Pages : 4-8 Pages





## Premier Partner League

It is a flagship annual issue which covers 1500 -2000 listing of premier partners as well as upcountry partners that encapsulates

Business tie-ups  
Segments they work in  
Product lines they deal in  
YoY revenue figures

Features:  
Ranking of the partners on revenue of each region

Delhi • Mumbai • Kolkata • Chennai

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## ANNUAL PREMIER RESELLER

### DELHI

#### ADITI COMPUTERS

**CEO:** RK SINGH  
**Start-up year:** 1993  
**Products/Services:** Software  
**Brands:** Microsoft, Adobe, Norton, Symantec, Kaspersky  
**Employees:** 25  
**Turnover:**  
2010-11: Rs 20.00 crore  
2009-10: NA  
2008-09: NA  
**Head-office:** GF-11, Jodi Shikar, 6 Dated Centre, Jalandhar, New Delhi-110058. **Branch office:** New Delhi, Gurgaon, Tel: 2937177, 2932874, 4126461, 4126462. **Mobile:** 9810237761, 9810237771. **Fax:** 2922274. **Email:** sales@aditicomputers.com, asingh@aditicomputers.com, k.singh@aditicomputers.com, on.pansy@aditicomputers.com. **Website:** www.aditicomputers.com

#### ARTEK ENTERPRISES

**CEO:** ANIL GUPTA  
**Start-up year:** 1979  
**Products/Services:** LAN-WAN networking, system integration, VoIP solutions wireless, Wi-Fi, security, surveillance services  
**Brands:** D-Link, Cisco, Nortel, Cygnus, 3Com, HP, Sun  
**Employees:** 155  
**Turnover:**  
2010-11: Rs 111.00 crore  
2009-10: Rs 105.00 crore  
2008-09: Rs 109.00 crore  
**Head-office:** 4653 Madhuban Building, 455 Nehru Place, New Delhi-110019  
**Branch office:** Noida, Gurgaon, Ghaziabad, Jaipur, Jaipur  
**Tel:** 26464272-73, 41618379-79. **Fax:** 26216054. **Mobile:** 9811598033, 9811598331. **Email:** artek@artek.com; info@artek.co.in. **Website:** www.artek.co.in



#### ARROW TECHNOLOGIES

**CEO:** GURPREET SINGH BHATTA  
**Start-up year:** 1995  
**Products/Services:** Servers, storage, desktops, laptops, printers  
**Brands:** Intel, HP, Dell, Acer, IBM, Airtel  
**Employees:** 70  
**Turnover:**  
2010-11: Rs 13.00 crore  
2009-10: Rs 10.00 crore  
2008-09: Rs 12.00 crore  
**Head-office:** H-63, Bal Nagar, New Delhi-110015. **Branch office:** R-546, New Repulse Nagar, New Delhi-110006. **Tel:** 49191915. **Mobile:** 9811542429  
**Email:** gpr@arrow.co.in, sudma@arrow.co.in. **Website:** www.arrow.co.in

#### ASPIRANT INFOTECH

**CEO:** DEVENDRA RAUTELA  
**Start-up year:** 2004  
**Products/Services:** IT security and solution provider  
**Brands:** Deals with all IT product manufacturing companies  
**Employees:** 5  
**Turnover:**  
2010-11: Rs 0.50 crore  
2009-10: NA  
2008-09: NA  
**Head-office:** B-158, 1st Floor, Gansh Nagar, Jalandhar, New Delhi-110074  
**Branch office:** 42, Main Market, G.S. Park University Of Agr. & Tech.  
**Partner:** Dush-Usham Singh Negar, Uttarakhand, Tel: 233030  
**Mobile:** 9452160388. **Email:** vivek@aspirantinfotech.com  
**Website:** www.aspirantinfotech.com

#### ASSOCIATED BUSINESS COMPUTERS

**CEO:** SUJEET NARULA

#### CHALLENGER COMPUTERS

**CEO:** MANOJ GUPTA  
**Start-up year:** 1995  
**Products/Services:** Laptop, computer peripherals like, LCD/LED and 3D monitors, optical storage systems, monitors TV, printers, scanners, multifunctions, digital cameras, video cameras, gaming devices, data cards, etc. authorized service centre for LG IT products  
**Brands:** LG, Canon, Sony Airtel  
**Employees:** 75  
**Turnover:**  
2010-11: Rs 36.85 crore  
2009-10: Rs 32.50 crore  
2008-09: Rs 25.86 crore  
**Head-office:** 101, Madhuban Building, 55, Nehru Place, New Delhi-110019  
**Branch office:** 681 Road, Tike Nagar, Haryana Commercial Complex, Phase Road, Kirti Nagar, Purpuri Bagh, Tel: 2620020, 26424679, 83681465. **Mobile:** 9871129200. **Email:** ccsd@challenger.com, ccsd@challenger.com. **Website:** www.challenger.co.in



**Head-office:** 12 E, BR Block, Jalandhar, New Delhi, Branch office: Agri  
**Tel:** 4981581. **Mobile:** 999418600.  
**Email:** parvinderans@rediffmail.com | Word id

#### COMNET VISION

**CEO:** PK SHARMA  
**Start-up year:** 1996  
**Products/Services:** Servers, services, networking  
**Brands:** IBM, Lenovo, HP, Samsung, Zyxel, APC, Eaton, MTS, NEC, Iomega, Seagate  
**Employees:** 80  
**Turnover:**  
2010-11: Rs 50.00 crore  
2009-10: Rs 45.00 crore  
2008-09: Rs 48.00 crore  
**Head-office:** S-1 Agrawal Bypass, 55, 56 Nehru Place, New Delhi-110019  
**Tel:** 26210360. **Fax:** 26443362. **Mobile:** 9811009165.  
**Email:** pksarma@comnet.com. **Website:** www.comnet.com

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#### DIGITRONICS INFOSOLUTIONS

**CEO:** SIVARAJA P GUPTA  
**Start-up year:** 1990  
**Products/Services:** PC's, notebook's, software development, networking solutions  
**Brands:** Toshiba, HCL, Lenovo, Quick Heal, Epson, Sony, ACC, Logitech, Sharp  
**Employees:** 135  
**Turnover:**  
2010-11: Rs 40.00 crore  
2009-10: Rs 30.00 crore  
2008-09: Rs 28.00 crore  
**Head-office:** 207, M.G. Road, Westray Community Centre, Delhi-52  
**Branch office:** Mumbai, Kolkata, Tel: 27374497-98, 27322990, 27374476  
**Tel:** 27374468. **Mobile:** 9811198898. **Email:** swraj@digitronics.in



**Brands:** HP, IBM, D-Link, Cisco, Safarik, CISCO, Newgen  
**Employees:** 100  
**Turnover:**  
2010-11: Rs 45.00 crore  
2009-10: Rs 40.00 crore  
2008-09: Rs 29.00 crore  
**Head-office:** 32, Second Floor, Tadmil Road, Bengal Market, New Delhi-110001,  
**Branch office:** Gurgaon, Mahabub,  
**Tel:** 26210360. **Mobile:** 9803200050.  
**Email:** sukhvir@abell.in. **Website:** www.abell.in



**Products/Services:** Hard disk drives, keyboards, mice, speakers, flash drives, motherboards, USB products, peripherals  
**Brands:** Champion  
**Employees:** 20  
**Turnover:**  
2010-11: Rs 80.00 crore  
2009-10: Rs 87.00 crore  
2008-09: Rs 65.00 crore  
**Head-office:** 207, Madhuban, 55 Nehru Place, New Delhi-110019  
**Branch office:** Bangalore, Chennai, Delhi, Faridabad, Jaipur, Kochi, Mumbai, Noida, Tel: 26214741, 26426630, 26413734, 26413741. **Fax:** 41607099  
**Mobile:** 9812519716. **Email:** champ@champion.com. **Website:** www.champion.com



#### AVS INFORMATICS

**CEO:** YED PRASADH  
**Start-up year:** 1996  
**Products/Services:** Hard drives and storage  
**Brands:** Seagate, WD, Mercury, Gigabyte  
**Employees:** 34  
**Turnover:**  
2010-11: NA  
2009-10: Rs 53.00 crore  
2008-09: NA  
**Head-office:** New Delhi, Tel: 26472133. **Mobile:** 9811794399, 9810150443.  
**Email:** yed@avsinfotech.com

#### CITY COMPUTERS

**CEO:** PARVINDER VASU  
**Start-up year:** 1992  
**Products/Services:** Office automation, hardware  
**Brands:** HCL, Lenovo, Dell, HP  
**Employees:** 27  
**Turnover:**  
2010-11: Rs 14.50 crore  
2009-10: Rs 14.00 crore  
2008-09: Rs 10.50 crore

#### ELCOM TRADING COMPANY

**CEO:** SOMESH NARANG, SUNIL NARANG  
**Start-up year:** 1993  
**Products/Services:** Desktops, laptops, accessories  
**Brands:** LG, Seagate, Lenovo, Intel, HP, Acer, Microsoft, HP  
**Employees:** 40  
**Turnover:**  
2010-11: Rs 135.00 crore  
2009-10: Rs 109.00 crore  
2008-09: Rs 106.00 crore  
**Head-office:** 4302, Madhuban Building, 455 Nehru Place, New Delhi-110019  
**Branch office:** Warangal, Noida, Lucknow, Tel: 26200603, 2640928, 26202471, 41627388. **Fax:** 26425201  
**Mobile:** 9810215128, 9810225519. **Email:** sunil@elcomonline.com



### PPL (Premier Partner League) Awards (July-August)

Instituted in 1999, The DQ Week Premier Partner League (formerly Annual Premier Reseller) is the culmination of an extensive survey analysis to recognize the top performers amongst the 50,000 partners from over 550 cities and towns across the country.

**Audience Size :** 1200+

**Audience :** Eminent National distributors, Regional distributors, Resellers & VARs from across the lengths & breadths of country.

**Cities :** Organized in Delhi, Mumbai, Kolkata and Bengaluru.

**Selection Procedure :** Top 5 NDS from each region selects the winners in different category on the basis of revenue for that year.



Popular Choice Award based on voting by channel partners.





## Indian IT Distributor Conclave (July-August)

A forum where Distributor community across India discuss , share & network with the vendors. The vendors also get opportunities to present what value propositions they can bring for the entire distributor ecosystem.

**Issues Discussed** : Parallel Imports , Emergence of retail , Value products vs Volume Products , Credit Mechanism etc

**Audience Size** : 1500+ across 4 cities

**Audience** : National distributors, Regional distributors, Sub-distributors, Resellers

**Format** : Full Day event

**Cities** : Organized in Delhi , Mumbai , Kolkata and Bengaluru

### Tech Caravan ( Every Quarter)



The only go to market platform for vendors to venture into upcountry ( B, C , D class) territories with their product offering and interact with these areas , face to face.

It is also a platform for the channel partners and associations of the respective location to voice their issues and concerns.

**Issues Discussed** : Local market challenges, Issues affecting local partners etc...

**Audience Size** : 70 to 80 per city

**Audience** : Channel Partners, Resellers , VARs , Local channel associations

**Format** : Evening panel discussion

**Cities** : Organized in 10 different Cities every quarter

**Cities Covered** : 88 , Example : Agra , Nasik , Tirupur, Ranchi, Shilong, etc...

## Page Views: 1,00,000/ month

The screenshot shows the DQWeek.com website in a Windows Internet Explorer browser window. The address bar displays 'http://staging-dqweek.kreato.in'. The website features a navigation menu with categories like Home, Market Buzz, Products, People, Schemes, Prices, Grievances, Associations, and Retail Ratha. A 'Top Stories' section is visible, listing several articles such as 'Adobe to launch APC program in March, 2012' and 'Amatra Infotech opens gadget store in Bengaluru'. A sidebar on the right lists 'Most read' articles, including 'AGRA: DEALERS HAPPY' and 'Jamshedpur: The IT hub of Jharkhand'. The website also includes a search bar, social media links (Twitter, Facebook, LinkedIn), and a 'Create an Account | Sign In' option. The Windows taskbar at the bottom shows the Start button and several open applications, including DQWeek.com.

Leading Website dedicated to the IT channel partners covering the latest news of the hour, views, analysis, product launches relevant to channel community.

83% of the partners prefer dqweek.com for the latest IT channel news. (Source: industry survey)

Over 10,000 community interaction being held on the website every month

It is the most interactive platform for the channel partners to discuss their views and opinion on the latest news and analysis.

### Market Buzz

In this section the user will have access to the relevant, specific market news from North, West, East and South.

### People

This section informs the user about the who's who of the industry. It will carry the recent appointments and official movements in the industry.

### Schemes

Will keep the users updated on the upcoming schemes and promotional activities conducted by the vendors and distributors.

### Prices

This section primary focuses on tapping the prices of products across key markets in the country like Delhi, Mumbai, Bengaluru, Chennai, Kolkata etc.

Contd..

### Associations

This section will be the source of news for any update on 100 plus IT channel associations established across various towns and cities in India.

### Events

This category will give information (event name, place, date, contact details) of the upcoming channel events.

### Retail Ratna

This section will showcase, with a picture gallery and other details, success stories of retail ventures amongst channel partners.

### Products

This section will provide the user latest product launches that will be categorized as personal computing, enterprise hardware, software, mobiles, printers, security & surveillance.

Database Size: 47,000



**SAMSUNG**

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<b>Sales Enquiry</b>	Monica Chawla	+91 98-7100-8899	c.monica@partner.samsung.com

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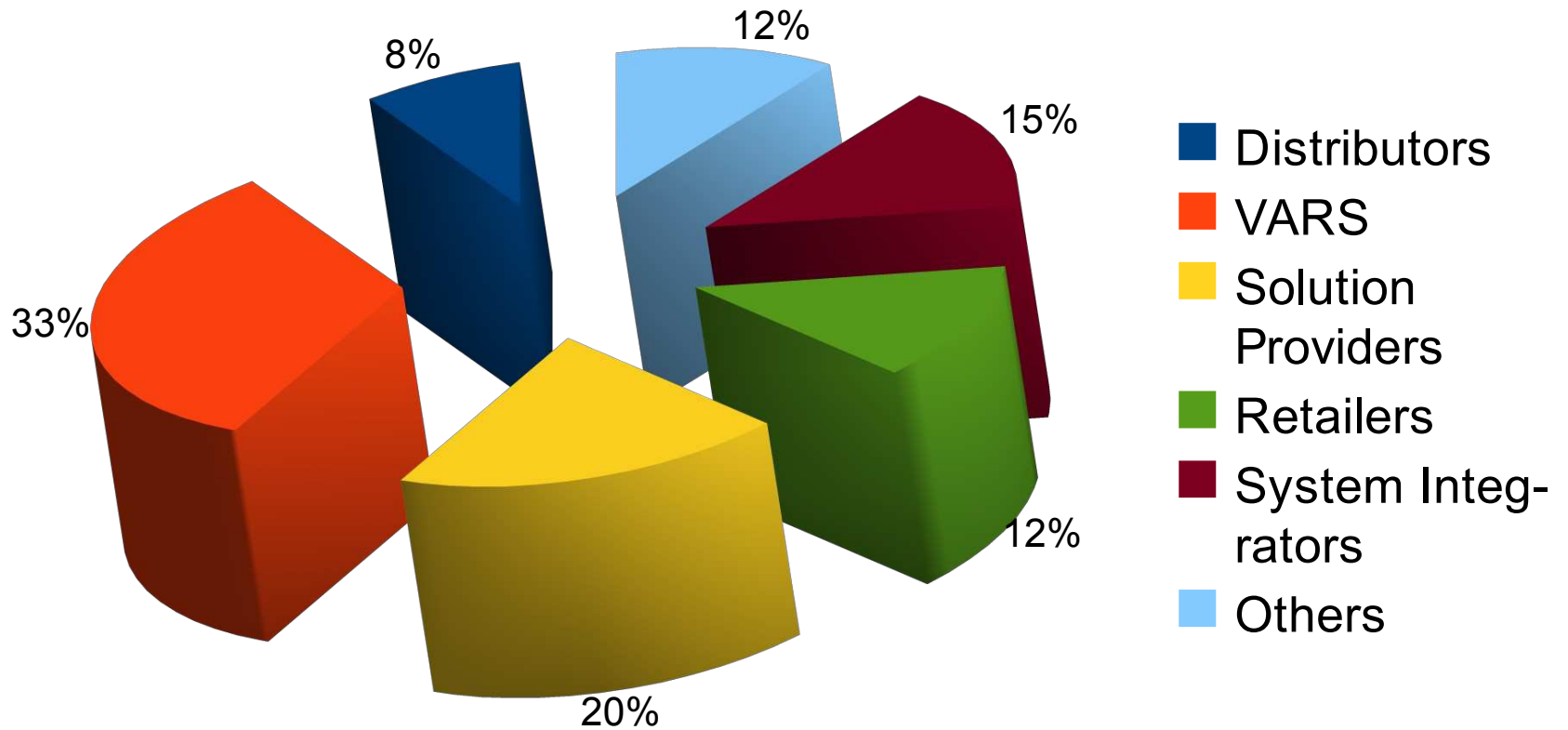
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It is a perfect vehicle, reaching out to the opt-in database to build awareness and promote product launches.

### Benefits Include:

- Direct reach to the audience generating quicker responses.
- Ability to personalize based on the audience.
- Potential to spread to others in the form of virals and forwards.
- A cost effective tool.





Database Size: 30,000

23 February, 2012 Email not displaying correctly? [View it in your browser](#)

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Home Market Buzz Products People Prices Grievances Associations **Subscribe Here**



### [BioSpectrum Test: Australians seek greater clarity on payments to doctors](#)

The majority of Australians approve of pharmaceutical company financial support for doctors and the healthcare system in general, as long as the arrangement is declared openly, according to the results of an online survey conducted this month by Galaxy Research, on behalf of GlaxoSmithKline Australia. The survey of 1,007 Australians aged between... [→ Read more](#)

Join Comment Share Tweet

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### [TN partners plagued by 8 hr power-cuts](#)

The recent announcement from the state government regarding 8-hour power-cut across Tamil Nadu except Chennai has caused a great concern among... [→ Read more](#)

Share: 

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### [MPS partners to form All India MPS association on February 15](#)

In an attempt to promote and advocate Managed Print Services, MPS partners along with IT associations from across India are getting together... [→ Read more](#)

- ▶ Sign In
- ▶ Create an Account
- ▶ Events
- ▶ Video
- ▶ Prices

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### [BioSpectrum Test: Kolaveri D](#)

Kolaveri D [→ Read more](#)



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### [Cyberoam starts UTM seminars](#)

In order to update partners on the enterprise suite of products, Cyberoam, a division of Elitecore Technologies, has started its 8-

A daily newsletter delivered directly in the inbox delivers the latest of the 24 hour in the IT channel community

A critical part of your media mix to sustain a uniform frequency of your messaging to drive home the product value.

### Benefits Include:

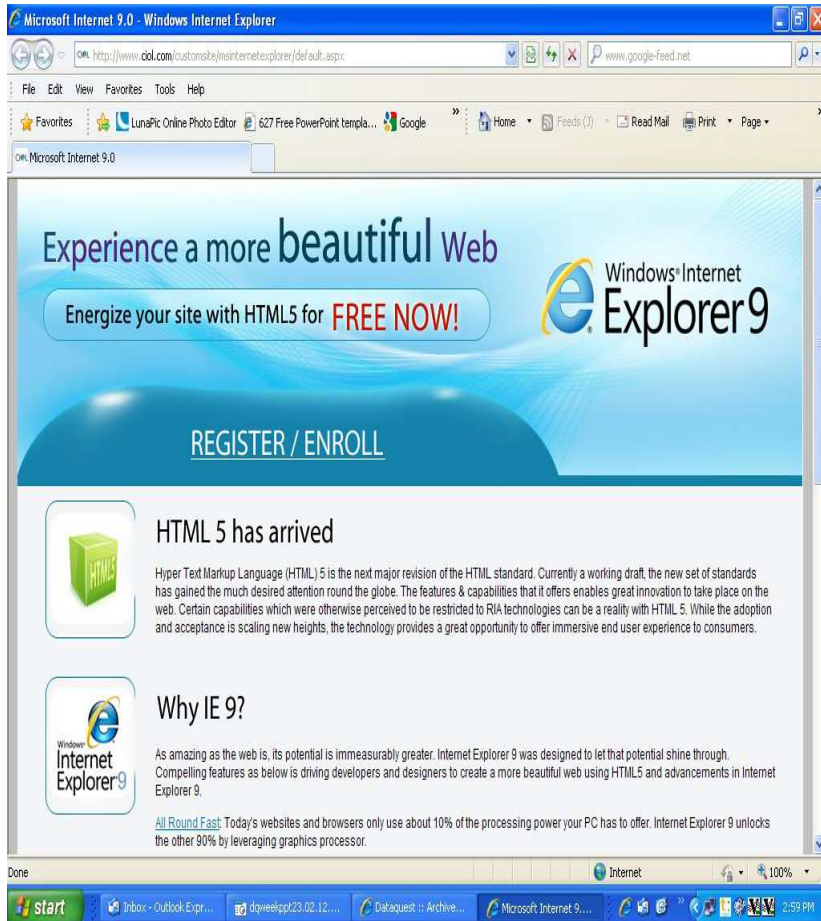
- Map your product message to the relevant audience.
- Visibility of your brand to a targeted audience.

This is an exclusive online platform to showcase your solutions and reach specific audience.

Gives your customer the relevant information and generates expressions of interest.

### Benefits Include:

- Reaching out to the target audience.
- Building brand and product awareness thus leading to expressions of interest.
- Extensive promotion ensures reach to the targeted audience.
- Updating decision makers on the technology / solution.



- ◆ Lead Generation
  - ◆ Virtual Conferences
  - ◆ Round Table
  - ◆ Road Shows
  - ◆ Online Polls
- ◆ Custom Content
  - ◆ Custom Events
  - ◆ Surveys
  - ◆ White Papers
  - ◆ Case Studies



**Saket Kapur, Green Vision, New Delhi**

I must congratulate the person whose brainchild The DQ Week was! It brought the channel community together and united the entire reseller community, spread across the country.



**JP Modi, MC Modi & Co, New Delhi**

The DQ Week is a very good and effective paper. Because of its wide circulation, the advertisements placed in The DQ Week give good results.



**Manish Mehrotra – CEO, Trittech Enterprises, Allahabad**

The all UP association being formed by us has been an initiative that was pushed by The DQ Week. So, I personally owe a lot to The DQ Week and I hope that it will continue to act as a torchbearer for the channel community in the years to come.



**PK Sinha, Astric Computers, Patna**

The DQ Week is an undisputed leader in providing IT news exclusively for channel community. According to me it is the most concise and comprehensive publication. With its Kolkata edition on the job, The DQ Week has initiated a great effort to promote IT in eastern region



**Sanjay Langer – CEO, AGM Sales, Jammu**

The coverage that DQ Week has been giving to every big and small issue since its inception is unmatched. Since I operate from a remote area, the plethora of information it carries helps me to design and re-design my strategies, which in turn helps me to sustain in the industry.



**Rajiv Khanna – CEO, Computer Touch, Jalandhar**

When we started our business, there was hardly any channel publication in the market and the channel was not recognized as a community. The DQ Week has always helped us in sorting out the problems and has given us due recognition in the IT world.



**Sarad Bawri, Lifeline Enterprises, Shillong**

The DQ Week as a publication has great brand equity and with its Kolkata edition I think the newspaper has begun to penetrate the eastern region market.

# THE DQ WEEK

## PATRONS & ASSOCIATES

