

Press Release

Leveraging Southern: Sparsh strengthens its Pan India presence.

With an aim to streamline the operation of its channel partners, India's best security product company, Samriddhi Automations Pvt. Ltd. better known as Sparsh has recently organized a dealers' orientation program called **Sparsh Raj Cabletronics Tech Summit , 2010** at the Hotel Rathna Regency ,Coimbatore. With its opening of service center at Coimbatore, Sparsh has strategically emphasized the importance of southern India in its plan to increase its Pan India presence.

With the presence of more than two hundred dealers, this first-of-its kind orientation program has not only empowered the participants to know more about Sparsh's galore of security products but also enlightened them about various turnkey solutions.

With live demonstration of Sparsh's innovative products, the participants got an in-hand experience of IR Speed Dome which has **intelligent IR matching the focus** as well as efficient monitoring quality even at night. Besides this, the dealers also appreciated new Bravura Range in which is equipped with features like **Selective BLC, an alternate to WDR** in which one can select one of the 5 zones and can control the BLC for that zone. The Participants also showed their interest in **Highlight Suppress Backlight Compensation (HSBLC)** which is a very useful feature for vehicle monitoring at night when it is almost impossible for the camera to **record the number plate of the vehicle** with headlights ON.

Mr.Pravin Kanwar , Owner, Raj Cabletronics , an authorized Sparsh distributor, welcomed the guests by highlighting the benefits of such an event. **Mr. Sanjeev Sehgal, Managing Director, Sparsh**, enlightened the channel partners about the future growth map of Sparsh through emphasizing certain products. With two more **Sparsh Secure** Outlets opening soon in this region and many more in the pipeline, Sparsh has outlined a newer growth strategy for its dealers' network.

Apart from the one to one question answer session with engineers that eradicated the doubts of the dealers, the event got another excitement with lots of prizes to offer.

With numerous attractive offers that include many prizes and surprises, Mr. A.Rameshbabu from Powercom System & Service has won the most happening award of an unforgettable **Trip to Thailand**.

With a lot of appreciations from the dealers for such an initiative, Sparsh has elaborated its plans to organize such training sessions on Pan India basis.

For further information please visit: www.sparshsecuritech.com or email to info@sparshsecuritech.com



Sanjeev Sehgal MD, Sparsh



Dealers and Partners



A.Rameshbabu ,Sanjeev Sehgal(Middle), Pravin Kwar(Right)

