

MRON to Strengthen Channel Network in Southern India

MRON International Limited, one of the leading IT hardware and Consumer Electronics Company, has formulated its strategies and policies to strengthen its distribution network in the entire country. As a part of its expansion plan MRON has opened three new branches in south India recently in addition to Chennai (TN), two new exclusive branch offices in Bangalore (Karnataka), Secunderabad (AP) and one consignee based business operations in Cochin (Kerala).

New Delhi, Delhi, IND, 2008-05-28 16:00:00 (IndiaPRwire.com)

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Rajeev Rohatgi, VP (Sales & Mktg.), MRON said, 'We at MRON are intent on the growth of our channel because they are back bone of our business and are keen on spreading our wings all over the country with intimate working with our channel partners in order to provide maximum benefit to them'.

MRON has well - distributed trajectory in the region through its branch cum service centers in all the major cities. The increase in sales will be contributed by further penetration into various B & C class towns like Vijaywada, Trivandurum, Mysore, Vizag, Warangal, Trichur, Pondicherrey, Madurai and Salem to name just few. In just 1 year of business operations MRON has emerged as one of the most promising brand of IT Peripherals and Consumer Electronic products across the country.

MRON has a gamut of activities lined up in the coming months for the channel, initiated to grow business further. Expanding on its Computer Peripherals and Consumer Electronics offerings, MRON has introduced 4 new premium series cabinets, 2 new regular series cabinets and the latest range of Sub-woofers.

In order to fortify brand awareness and impart product knowledge, various road shows and Dealers Business Development Meets have also been planned for Coimbatore, Cochin, Chennai, and Bangalore within next 3 months.

Talking about MRON's expansion plans and new product offerings, Rohatgi said, 'The setting of new branch offices is a part of our ongoing expansion plan to increase our penetration in B and C class town with better value service, quality product, competitive offerings and convenient access points to our channel partners'. He also said, 'In order to have advantage over our competitors and stronghold in this market, we have to introduce new products as well as to increase our product portfolio and as a part of our strategy we have recently added latest range of Cabinets, Mouse and Sub-woofers in our peripherals and consumer electronics product sections'.

MRON an ISO 9000:2001 company endeavors to create customer satisfaction through efficient management, timely response, innovation as well as effective warranty and service support. He also said 'Our marketing policy is to have a strong and efficient association of Channel Partners across the country and ensure profitability to them'.

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ISO 9001: 2000 Certified

Company Profile

MRON International Limited is a leader in providing and supporting a broad range of Computer Peripherals and Consumer Electronic Products.

Our expertise and availability are your assurance that you'll receive the best value, the right products, on-time delivery and guaranteed results.

MRON International Limited is an innovative marketer and distributor of New and technologically advanced products Nationwide. We are a premier Value Added Provider of Computer Peripherals in the IT and the Retail sector.

We offer a wide range of computer hardware including keyboard, cabinets, webcam, speakers, headsets, TV Tuners and power conditioning products like UPS, Power Supply etc. to end users through our channel partners.

Product offerings

Leveraging more than a decade of experience in Computer peripherals distribution, we partner with you to provide you the entire range of IT hardware, consumer electronics & power conditioning products using our experience and industry insights.

We have robust vertical industry expertise blended with a depth of horizontal competencies.

We offer: **Webcams Keyboards Cabinets Speakers TV Tuners Headsets Mouse UPS Power Supply (SMPS)**

Through our branches all over Northern India, using our best practices and economies of scale we provide our channel partners with creatively designed, technologically advanced computer peripherals and consumer electronics that help create value.

MRON has 9 branches spread across Northern & Central India with head office in New Delhi.

Contact Information

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