ESET India Launched â€œESET Gold Rushâ€• Channel Scheme for its Partners

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ESET announced the launch of â€œESET Gold Rushâ€• scheme for its channel partners and resellers across India. Effective from February, 1 till March, 31, 2012 the â€œESET Gold Rushâ€• is a reward point based scheme offering partners and resellers all across India an opportunity to earn points by selling ESET retail products. The partners stand to acquire exciting gifts like gold coins, LCD TVs and mobile devices depending on the number of points they earn. The â€œESET Gold Rushâ€• scheme is applicable on all ESET products available in retail.
These are ESET NOD32 Antivirus 1 user/3 users; ESET Smart Security 1 user/3 users; SET Business Security Packs 5 users/10 users/25 users. In addition, for home products (ESET NOD32 Antivirus 3 user and ESET Smart Security 1 user/3 user) ESET gives extra one year validity.

The â€œESET Gold Rushâ€• scheme is being hosted by ESET Regional Distributors - Software Mart (Mumbai), K K Software (Delhi), Galaxy Computech Pvt. Ltd. (Kolkata), SAS Enterprises (Patna), Altek Solutions in (Orissa), Creative Compuworld (Bangalore), Maruti Enterprises (Cochin) and SoftSolution Link (Coimbatore).

Last year ESET Regional Distributors initiated â€œDrive Smart with ESETâ€• scheme, offering channel partners to win Tata Nano, Yamaha/Suzuki motorbike and Apple iPad on purchase of ESET retail box packs. The awards were presented to the partners in December 2011 in Mumbai.

â€œThe new scheme is aimed to promote our new retail offer, ESET NOD32 Antivirus 1 user, and other retail products of 5th generation, launched in the end of last year. We are expecting all participating partners to promote aggressively not only ESET home products, but our SMB security suite available in 5, 10 and 25 user packs as this offer is something very unique in the market in terms of features and the pricing. Our new scheme will benefit resellers and partners of any size, no matter how sizeable is the contribution, every partner will get his assured giftsâ€•, says Pankaj Jain, Director of ESET India (ESS Distribution Pvt Ltd). â€œChannel scheme is an effective instrument; however, itâ€™s not the only way to improve relations with our channel partners. ESET provides its partners efficient marketing tools, product presentations, comparison studies and innovative marketing campaigns. Moreover, ESET Partner educational programs provide partnersâ€™ staff and sales managers with latest training tools, both off-line and online. We provide our partners and resellers access to the knowledgebase necessary to effectively support and market ESET security solutionsâ€•, adds Pankaj Jain.