

**Sharad Srivastava of Grassroots Channel Bags Global Marketing Contract
To Organise Global Distribution for Range of Utility Tech-Gadgets from Hi-Tech Solutions**

New Delhi, May 4, 2010: Grassroots Channels, a provider of turn-key support for distribution and marketing of technology products recently established by well known technology marketing professional Sharad Srivastava, has been appointed by Bangalore-based Hi Tech Solutions as its global marketing partner. Hi-Tech Solutions is an Indian company that develops and manufactures innovative products that increase the personal and corporate productivity of every computer user. Hi -Tech has an interesting portfolio of ‘convenience tech products and solutions that will make life simpler for all of us. According to Sharad Srivastava, he has rarely seen such a versatile range of daily use tech gadgets under one roof. “It is like a virtual toy-store for every common man and a solution house for today’s compelling needs,” says Srivastava.

“The first product that we propose to bring to market from the Hi-Tech portfolio will soon be in the hands of every professional. We are working closely with Hi-Tech to launch it quickly, maybe by early June”, informed Sharad Srivastava, Chief Strategist & Founder Director of Grassroots Channels. “We expect that this product will address the basic need of working executives as well as students, so are looking at a very competitive pricing – similar to a midrange cell phone”, he added

P.S Moorthy, MD of Hi-Tech Solutions said, “We are very excited to be working with Sharad who has extensive experience of introducing new and innovative products in the market. We hope that with his support, our products will soon be available to users not only in India but around the world.”

Grassroots Channels also offers a unique solution of Build-Operate-Transfer model for setting up clients’ businesses in India and South Asia. It is offering turn-key marketing partnerships to Indian companies who wish to take their products to a global audience.

Grassroots Channels India is a unit of dStor Technologies Pvt. Ltd. For more details visit www.GrassrootsChannels.com

Hi-Tech Solutions develops, manufactures and markets many innovative products that increase the personal and corporate productivity of every computer user.

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