

MSI appoint MRON as Regional Distributor
MSI to focus on Retail Sales

New Delhi, 29, June 2010: Micro Star International (MSI) today announced a new distribution strategy for India. It also announced the appointment of **MRON** as a regional distributor for the entire range of MSI notebooks. MRON which will operate in the States of UP & Rajasthan, focusing on newer markets, especially households. **MRON** has a strong dealer channel in C&D class cities through which they hope to push MSI notebooks.

As is well known the growth trends in laptop market in India have remained healthy in the C&D class cities, in spite of the downturn, as a result that 75% of the laptop market is now concentrated in these cities with A&B class cities accounting for only 25%. Even in terms of type of customers, households now account for over 50% of the laptop market, whereas till a few years ago this segment was completely dominated by business purchases.

Recognizing this change in trend and market dynamics, MSI has announce a trust in its retail presence and C&D class cities. "We hope that partnerships like MRON who have the ability to provide market penetration into the interiors of the country which is today driving the growth, will make MSI accessible to Indian customers who are looking for the most cost effective and stylish laptops", said Tony Yang, Managing Director MSI India. "By developing our second tier of regional distributors, starting with MRON, we hope to supplement the reach of our 5 main national distributors", he added.

MRON is MSI's first regional distributor for Notebook in India and will stock and distribute MSI Regular, Classic X & Ultra light WIND U series. In addition to its five national distributors, MRON at present has dealers in 30 districts in Uttar Pradesh which have more than 20 direct billing partners selling MSI's Notebook. In Rajasthan, it has 15 direct billing partners in 20 districts.

About MSI

Founded in August 1986, MSI (Micro Star International) is a world-class leading company specializes in the design and manufacture of main boards, graphics card and notebooks. MSI is now the world No1 graphic card manufacturer and Top-3 in main boards. According to Display bank, MSI is the No:4 Net book supplier in 2008 and being ranked as Top 10 NB Brand in the worldwide market based on shipments.

MSI Computer India Pvt. Ltd. initiated its local presence as a license office in 2005 and become a fully functional subsidiary in 2007. Today MSI India has in total 30 employees to provide local, marketing and service support. It currently has 5 national distributors in India, viz: Topnotch Informatix, Salora International Ltd, IRIS, Priya Ltd. and Neoteric Informatique.

About MRON - MRON International Limited is an innovative marketer and distributor of new and technologically advanced products nationwide. At present it has offices in 14 different locations and C&F working with almost more than 200 direct billing partners. MRON being the premier Value Added Provider of Computer Peripherals in the IT and the Retail sector has well established in all the major C & D cities from our respective branch offices like Delhi, Jaipur in Rajasthan, Agra, Mathura, Aligarh, Lucknow, Ghaziabad in Uttar Pradesh, Ahmedabad in Gujarat, Bangalore in Karnataka, Chennai in Tamilnadu, Secunderabad in Andhra Pradesh etc.

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