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InFocus appointed Visual Display as its national distributor for better market penetration in India

Posted by Saloni on July 28, 2014

Distribution partnership envisaged to bring synergies and achieve market leadership

InFocus, the leading manufacturer of digital display technology and interactive touch-screen devices in the US has appointed New Delhi based Visual Display Solutions Pvt. Ltd. as the national distributor in India for its projector range. InFocus's tie-up with Visual Display Solutions is the part of organization's business expansion strategy to meet the rising demand of digital projectors in the Indian market. InFocus is offering a dedicated range of digital projectors to the Indian market. Various innovative models with high brightness, contrast, long lamp life and advance projection technologies differentiate the US brand from the contemporary rivals to a great extent. In the early few quarters InFocus is going to target industries like Education, Home Entertainment, PSUs and Corporate in metros and Tier-1 & Tier II cities.



Elated by the company's growth, Sanjay Dhuria – Director, Visual Display Solution commented on the eve, "We are very excited to partner with InFocus, this partnership will add more depth to our product range. With InFocus's wide range of cost effective and technologically superior products, we shall be able to address variety of customers from multiple industries."

Harsh Pandey, Sales Manager- APAC Region, InFocus Corp. commenting on the partnership in an spirited manner "InFocus Corp. is pleased to announce this partnership with Visual Display Solutions as its National Channel Partner for the Multimedia Projector range. With this partnership we shall enhance our geographical reach and cater to the vast unexplored Indian market. We remain committed to offer our world class technology products to India; the world's second largest market."

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