

## **Kaizen raises its wings in Eastern India – Opens new Branches in Ranchi and Bhubaneswar**

*By sinha on February 16, 2010*

**Kaizen**, one of the preferred Technical support provider, has lived with its commitment to channel and Customer base across India has made its two branches operational at Ranchi and Bhubaneswar.

The recently launched unique concept “**UP-COUNTRY DIRECT**” allowing upcountry customers to directly log on to [www.kaizeninfoserve.com](http://www.kaizeninfoserve.com) or by calling Toll free number 1800 425 4234 and register the product with problem has a good reception, further refinement is on the anvil, in the coming months automated authorization would be sent by E-mail / SMS, to the Customers, Said **Mr. Murali Krishnan** of Kaizen.

“**AOC** has been closely working with **Kaizen Infoserve Pvt. Ltd.** in South India for more than a year. Their support for our **AOC monitors** sold in channel market has been good and showed month on month improvement in performance. What impressed us is the involvement of Kaizen's top management in monitoring the day to day affairs and ensuring prompt service to all **AOC customers**. For PC-monitors, AOC gives **3 years onsite warranty** all across India - be it in a **City** or **Town** or **Panchayat**. This is possible only when we have dedicated partners like Kaizen who can expand their operations in short notice to cover maximum possible geography. Its a pleasure to know that Kaizen is expanding their reach in East India and we wish Murali and his team all the best in delivering prompt service for all its customers.” Commented AOC’s Spokesperson.

“With Upcountry Direct, even the remotest of customers of Corsair can now enjoy the same warranty services enjoyed by those in major cities.” commented Shane Dennison.

“Direct presence and UP-COUNTRY DIRECT are two different flavors of service, as “Keeping up our commitments to clients West Bengal, Orissa, Chhattisgarh, Direct presence is an ideal RMA solution eliminating typical warranty problems by reducing courier costs, TAT. “Kobian” feels it is important to reward our best performing partners using “Mercury” so new branches are in direct response to the considerable increase in the market share in these states, which provide the required Vitamin to the upcountry market sales with UP-COUNTRY DIRECT.” commented **Sushmita Das** of **Kobian Pte Ltd.**