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TVS Electronics strengthens its presence in coverage in the Automatic Identification and Data capturing space (AIDC)

TVS Electronics in its Retail and Transaction Automation Forum at Chennai reaffirmed its presence and end to end engagement in the AIDC domain across industries. TVS-E has been driving a strategic shift towards Point of Sale and Transaction Automation domain for the last two years. "We have established ourselves in our own way in this domain through the launch of a wide range of products and solutions customised to the varied Indian applications." said S S Raman, Director & CEO of TVS Electronics Limited. "Our focus has been in the small and medium retail and SME/SMB segment. We leveraged our excellent PAN India reach of authorised partners and service support infrastructure. We have grown significantly in this domain" added Mr. Raman. The company has launched a unique "AAA" initiative as a key differentiator combining its Authorised Distributor Partners "ADPs" with Authorised Service Partners "ASPs" and "Application Software Development Partners "ASDPs" to offer an end to end and compelling / comprehensive solution to the customers.

In the forum today the company introduced an impressive range of products supported by globally acclaimed Zebex Industries INC,. Taiwan.

Mr. John Chen, President, ZEBEX Industries reiterated their cutting edge technology and application capability in this domain through large number of global customers. "Customisation is an essential aspect of our offerings to the Indian market and with TVS Electronics bringing along their excellent service capability and reach, we're confident, together we'll create the most ideally suited products and solutions for the growing Indian market. We are happy with the progress so far and we are making further commitment to build products and solutions more readily adaptable in the challenging and varied Indian landscape" Said Mr. Chen

TVS-E is dominantly present in various retail peripherals including ECR, POS Systems, POS data entry keyboards, wide range of POS printers in all technologies, scanners and bar code label printers. "The company is now building further capability in RFID and overall data capturing and management domain. High degree of flexibility, plug and play capabilities and customised solution for mobility are the key differentiators, which we would like to offer" said Mr. P.B.Ganesh Kumar- Sr Manager-Distribution Sales.

The Retail and Transaction Automation forum is a unique initiative by TVS-E to bring all the stake holders together in a workshop oriented format, for evolving the most meaningful products and solution for the Indian landscape. The forum will have customers, channel partners, application providers and service / support partners of the company.