

SOCOMECS UPS INDIA STRENGTHENED BY CHANNEL HEAD APPOINTMENT

Chennai, July 25, 2011: SOCOMECS UPS India one of the leading UPS sellers in the Indian Market has recently announced appointment of Mr. Arunabh Ghosh as Country Manager for Channel business.

Arunabh joins SOCOMECS to lead Channel business and he will further develop the sales strategy. His focus would be on acquiring new partners which will enhance Socomec's presence in the Indian market. This move is therefore a clear indication that as an organization we are moving from strength to strength.

Science Graduate from Nagpur University, Arunabh has 17 years of proficient experience in business development through Distribution and Channel Sales Management and handling the Vendor-Partner-Customer relations. Prior to Socomec he has worked with Emerson, Redington India and Ingram Micro India.

Commenting on his appointment Mr. Arunabh said, "Socomec offers the perfect UPS product solution for the channel. My role will include Socomec's present propositions as well as creating new opportunities for our existing and upcoming partners that will grow and benefit both Socomec and its partner's businesses. I will work with our partners to identify and address the key challenges and capitalize on opportunities within the market place.

Mr. Jerome Rodriguez, Managing Director said, "With the addition of Arunabh to our growing team, we are greatly confident of Socomec 's Channel business success. His proven leadership skills and his diverse experience and expertise in sales & marketing offer a solid foundation to build strong channel business for Socomec in the Indian market. He would play a major role in Socomec's growth in years to come".

About SOCOMECS (www.socomec-ups.co.in)

SOCOMECS Group is an independent industrial group, specialising in the availability, control and safety of low voltage electrical energy for industry and the service sector.

Founded in 1922, the company bases its development on two complementary industrial activities:

- Uninterruptible Power Supply Systems (*inverters, load transfer modules, rectifier/chargers, harmonic compensators, 400 Hz converters, etc.*).
- Electrical Switching and Protection Systems (*switches, fuse switches, changeover switches, cutout switches, electronic monitoring and protection, enclosures, cabinets, etc.*);

SOCOMECS is a leader and specialist in its markets. With 23 subsidiaries throughout the world, 9 industrial sites (France, Italy, Tunisia, India, China) and a 383 million turnover, SOCOMECS combines technological innovation and technical know-how with high quality pre- and post-sales services.

SOCOMECS UPS, part of the group, is a leading company in the business continuity sector. It is the ultimate representative in terms of the following applications: ICT, Data Centres, Healthcare, Transport, Industry, Commerce, Public Administration and Finance, devising efficient, reliable and scalable solutions.

SOCOMECS-branded UPS systems offer high performance levels and save a considerable amount of energy. The company observes the European Commission's Code of Conduct by adopting its best practices while participating in the UN Global Compact initiative; it has also signed up to the Green Grid association.

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