



BUILDING RELATIONS THROUGH TECHNOLOGY



SHANI PERIPHERALS PVT LTD

Networking Solutions that connect people



and therefore building networks



providing limitless opportunities to interact



that last a lifetime

Shani Peripherals Pvt. Ltd. started with the idea of providing solutions to this growing need of reliable communication network. Today it holds a pioneering position in this field. Its strong hold is due to its innovative, cost effective and customer centric approach.

Shani has earned appreciation as a leading distributor and system integrator. It has made its mark in western, northern and southern section of India. Shani has to its credit esteemed clients as its end user customers, such as Physical Research Laboratory, Indian Oil Corporation Limited and Indian Institution of Management. It has also evolved as a successful distributor for customers like Internet Service Providers, System Integrators and Channel Partners.

| Campus Networking | WAN Connectivity | VoIP solutions | XDSL Solutions  
| Firewall & Securities | Wireless Lan & WAN Solutions |



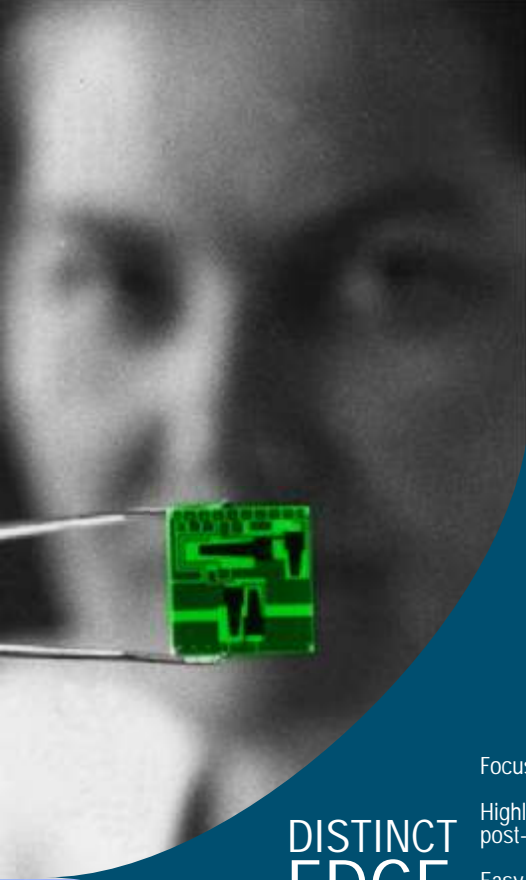
SHANI PERIPHERALS PVT LTD

Shani Peripherals Pvt. Ltd. laid its foundation in the year 1991. It started as a distributor of electronic components and has since then branched out into different fields. It is now a leading distributor of networking products and data communication devices in Gujarat.

Its networking solutions connect people, business, computing devices and computer networks. Thus time, place and type of computer system have no effect on easy access or transfer of information.

Shani provides end to end networking solutions that the customers use, to build a unified information infrastructure of their own or to connect to any other network. The products from Shani are purely functional and the services rank high.

The changes in Information Technology industry is in a fast pace. Thus choosing the right technology for an organization becomes difficult. This is where Shani steps in. It has a Value Addition division. The experts in Shani, for data communication network, help to suggest designs and distribute large enterprise network. Both for LAN or WAN, Shani can deliver the most effective and efficient products and scalable designs.



## FIGURES

Incorporated in 1991

Turnover: US\$6 million

Total Manpower Strength: 50

Marketing: 04 HR: 01

Technical: 07 Admin.: 13 Sales: 16

**DISTINCT  
EDGE**

Focused market approach

Highly efficient pre-sales and  
post-sales support

Easy reach

Excellent logistics

Hassle-free co-ordination



# CORE STRENGTH

Not just facilitators

Value-addition

Pre-sales and post-sales support in Networking, Data Communications and Broadband

Proven credentials as a distributor of IT products across the span of a decade's experience

Deeper penetration across distribution chain – a large number of ISPs (100),

System Integrators (300) and Dealer/Channel partners (600)

Large geographic reach – strong presence in Across India, covering more than 18 states and 40 major cities

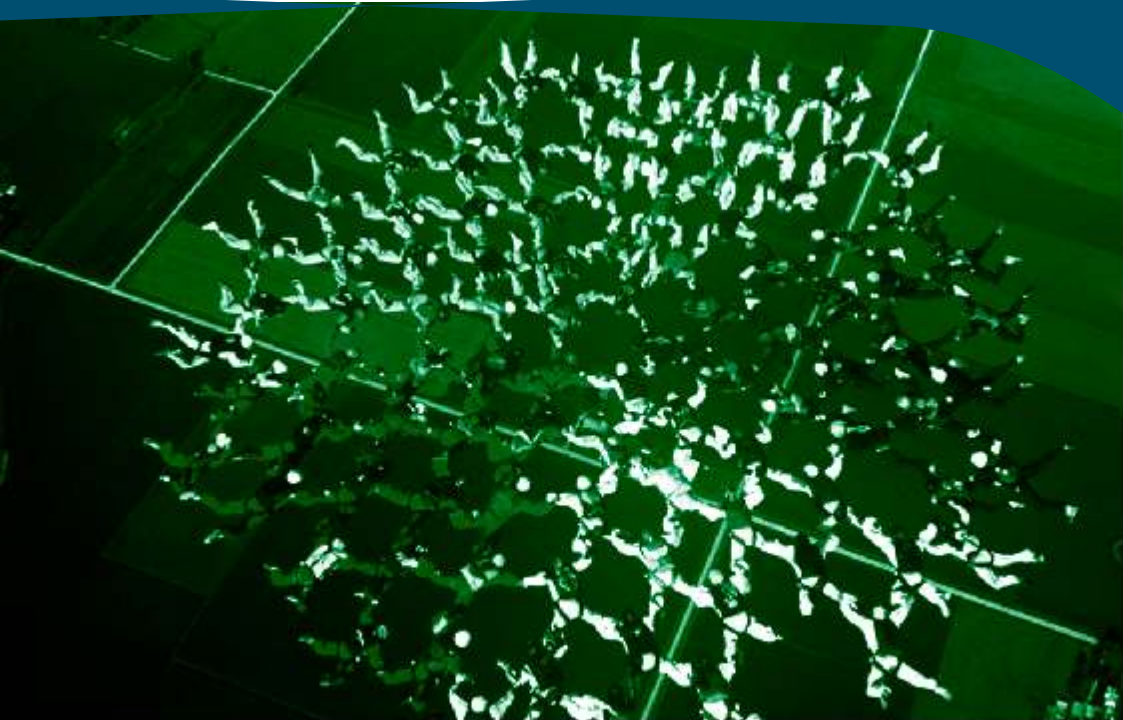
A very strong corporate hold – covering various sectors:

Defence

E-government

Enterprise

Public Sector





## key SUCCESS factors

- Strong channel wide presence through System Integrators, ISP and Dealers
- Highly sound sales, logistics, technical, back-office, pre-sales and post-sales support system
- Effective pre-sales and value addition activity
- Strong financial credentials
- Dynamic and flexible approach
- Creative and constructive leadership
- Solid foundation based on four pillars:

man  
machine  
money  
management





## key MANAGEMENT personnel

Mr.Kshitij Desai – Managing Director  
Graduate in Electronic Engineer  
Total 15 Years Experience in Sales, Marketing, Finance  
in Electronic Distribution Component &  
Information Technology

Mr.Dharmesh Jasani – Director-Sales (Channel Division)  
Graduate in Commerce  
Total 10 Years Experience in Channel Sales,/ Finance  
Handling Channel Distribution

**EXPERIENCE** More than a decade of experience in distribution  
Effectively handled strategic accounts directly with required value addition  
Efficiently providing value addition for Networking, Data Communications  
& Broadband for promotion through channel



## INFRASTRUCTURE

Corporate Office – Ahmedabad (Western Part of India)

Sales Office – New Delhi (Northern Part of India)

Sales Office – Chennai (Southern Part of India)

Sales Office – Baroda (Western Part of India)

Sales Office – Surat (Western Part of India)

Sales Office – Mumbai (Western Part of India)

Sales Office – Calcutta (Eastern Part of India)

Warehouse having around 3000 sq. ft. area

Tech-Channel Partners - All over India

Tech-Support Centres - at above addresses

# STRATEGIC ALLIANCES



SIMTRONICS

# RECOGNITION

DQ Week Award 2003-04 for Best Distributor  
D-Link Award 2001 for Best Distributor Performance across India  
BITA Exhibition Award 2001-02 for Best Stall



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Corporate Office:

A/405, Shapath-4, Opp. Karnavati Club,  
Sarkhej-Gandhinagar Highway, Ahmedabad-380051

Ph: 91-79-55527200 Fax: 91-79-555277231

E-mail: sales@sspl-india.com

DELHI : +91 09310144999

CHENNAI : +91 09340081741

MUMBAI : +91 09879302089

