

Actis Tech sets sights on East India

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Actis Technologies, an audio visual environment control solutions provider, on Tuesday announced its plans for capturing a sizeable portion of the audio-visual market in the east. To this effect, it has set up an office in the region. This will be followed by expansion in the North East in the next couple of years.

"The audio – visual market in eastern India constitutes 12% of the Indian audio-visual industry at Rs. 60 crore. The market is growing at 50% every year and is likely to touch Rs. 300 crore in the next four years," Abhimanyu Gupta, director, Actis Technologies said.

"Kolkatta will act as the hub for all activities in eastern India. We will be targeting IT & ITES, government, manufacturing, education and residential segment here," he added.

Actis, has 500 channel partners and plans to appoint 50 such partners in the east within the next one year. At a later stage we intend to appoint specialized dealers and introduce high-end technology products catering to the sectors we are targeting.

About the company's turnover Mr. Gupta said: "We expect to touch Rs. 60 crore in 2006-07. In 2005-06 Actis registered a Rs. 40 crore turnover and has already captured about 8 % of the national market in India is fragmented with large number of strong local players operating in each pocket."