

Ref : Admin/06/Hp

Date: 21/06/2010

To

Respected Sir,

Sub : Stop Selling HP Products.

It's been ten days since we started our agitation against the Hp's new sales policy. Till this date Hp is not come out with a workable solution. If Hp thinks that they can do what ever they want without considering the channel community we will prove it wrong.

The relation between channel and vendor is that of mutual trust and support. Hp had violated this trust by introducing a new telecom and FMCG partner in to the eco system and un stabilized the equilibrium. They had cheated their own partner through whom they are selling for years on a fine morning without even settling their dues. We were clear that this move was a planned one. Hp had identified Telecom as their new sales channel. A lot of shops had to be closed once the change in credit policy takes place. Across Kerala our members will feel cut throat competition from Mobile shops and Consumer Electronics and Home Appliances shops. We do not have any other option but to give notice to M/s Redington on 10th June, 2010 to stop billing the new Non IT RD partner appointed by the Hp.

We had issued notice only to them because they are the only national distribution partner in Kerala for the Compaq and pavilion laptops and desktops. We expected solidarity from them since they also become victim of this new sale policy within 3 months. They had arranged a talk with Hp Zonal Manager Mr. Ganesh Selvaraj (Zone 1 and 2) on 12th June, 2010 and he agreed to pass our concerns and issues to his higher level but he had not replied so far. M/s Redington had not stopped billing to the Non IT Partner so we had been forced to issue notice to our members about this. When a National IT distributor like M/s. Redington had chosen a non IT partner knowing that he may prove harm and challenge to the very existence of IT partner who supported M/s Redington till that date we don't have any option other than stop billing from M/s. Redigton.

We had withdrawn our mindshare and support for all Hp Products and we had requested our member not to sell or buy any Hp Branded product. This mean that any member of AKITDA across Kerala will not

S/d
Suresh Kumar
State President

S/d
Jyothi Sankar
State Secretary

S/d
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State Treasurer



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purchase or sale any Hp product including Compaq and Pavilion Laptops and Desktops, Commercial Laptops and Desktops, Large or small format printers , consumables or any IT product that had Hp brand in it or comes under what ever division they had. Hp had re structured their divisions three months back according their evil plan and strategy. For an IT Dealer member Hp is Hp and not PSG / IPG / ESG or by any fancy names they call or report. If they want the advantages of a Brand name then these are some of the disadvantages.

Now we are issuing this notice toM/s. Ingaram Micro Ltd.,M/s. Rashi Peripherals Ltd., and M/s. Savex Computers Ltd., not to sell or support any Hp product. They are requested not to contact any IT Dealer member for the sale or promotion Hp Products. We will resist any movement on their part to support or Sell Hp products in Kerala either directly or indirectly. We do understand that In the republic of India any person / entity can do any legal business but that does not impart that we had to support them or support their associates if their business could jeopardize our own. We are fighting for our survival and we request you to show solidarity to us and prove that you are associates of IT Dealers in Kerala and not a Vendor who had betrayed his partners.

Jai AKITDA

Regards

For the State Committee of AKITDA

S/d.

Mr. Jyothi Sankar
State Gen. Secretary.
AKITDA.

S/d
Suresh Kumar
State President

S/d
Jyothi Sankar
State Secretary

S/d
Vinod Kumar
State Treasurer