

# Supertron Electronics Selected as ZeeVee's Distributor in India



*ZeeVee and Supertron meet up in Mumbai to celebrate their new partnership*

LITTLETON, Mass. and KOLKATA, India, January 21, 2020 – [Supertron Electronics Pvt Ltd](#) (Supertron) has been named as [ZeeVee, Inc.'s](#) distributor in India.

Headquartered in Kolkata, Supertron Electronics Pvt Ltd is one of the largest IT distributors in India with an IT product portfolio of desktops, laptops, PC components and peripherals, memory modules and storage products from more than 28 multinational global manufacturers and brands. The company's pan-India presence includes 36 branch offices and warehouses and 19 satellite offices spread across all 37 states and union territories. It employs more than 650 persons and maintains a strong network of 27 service locations. Supertron caters to more than 11,000 channel partners across the country.

As part of its commitment to the Indian system integration community, Supertron formed a value-added distribution (VAD) division in July 2019. Adopting a consultative approach, the new business is focused on developing future-ready IT/AV solutions drawing upon its knowledge and portfolio of audio, video, voice, data, networking and application protection and management offerings.

"In our DNA as an organization, we have witnessed significant changes in the business environment. When we began in 1993, the IT industry was unorganized, and our business was focused on peripherals and hardware. We've taken the lead among others to make it an organized and mature ecosystem. Now, with the arrival of the digital era, we have reshaped our business where the growth delta is much better," said V.K. Bhandari, Supertron chairman and managing director.

"ZeeVee is a founding member of the SDVoE Alliance and a Global Presence Alliance Technology Partner. Together, we will offer something new and exciting for India's AV partners who will enjoy a true combination of innovation, solutions, reputation and value."

The Indian market's adoption of AV over IP technology is gaining momentum in all verticals and sectors. Supertron has observed that its IT and Pro AV partners are looking for solutions that significantly shorten deployment time and that are flexible, manageable, scalable, cost-effective and require minimal maintenance.

"AV over IP checks all those boxes making it ideal for integrators," said Debraj Dam, chief, Supertron's VAD vertical. "Though this segment is still a nascent industry in India, we see long-term growth. The AV trends will continue to gain momentum and drive growth for the segment. As the adoption rate increases, the role of system integrators from AV as well as IT segments also gains significance. We expect this to continue and see the growth in future specially SDVoE."

"Supertron is the dominant force in the IT market, and with the formation of its VAD vertical, is preparing to do the same for the AV over IP market in India," said Bob Michaels, CEO, ZeeVee Inc. "Most importantly, both our companies are philosophically aligned to provide standardized, simple and flexible technologies providing extreme value to India's system integrators and end-users."

"ZeeVee's future-ready technology portfolio bolsters our position as India's leading provider of audio and visual communication solutions. We will work closely with ZeeVee to help it to capitalize on our vast capabilities of account management, partner management, presales, training, structuring large bidding deal for partners and geographic reach," said Dam.

Asia is one of ZeeVee's fastest growing markets. Early in 2020, ZeeVee announced the appointment of Itochu Cable Systems Corp., the leading Japanese broadcast and video technology integrator, as its exclusive distributor in that country. In 2019, ZeeVee opened an office in Singapore, headed by industry veteran Ricky Tan, as its first office in Southeast Asia.

## About Supertron Electronics

Supertron Electronics Pvt Ltd founded by Mr. V. K. Bhandari in the year 1993, is a leading distribution house of Information Technology and Telecom Company in India which has graduated from regional to national level within a very short span of time.

The distribution house has witnessed phenomenal growth apx 60% percent over the last five years. The company has a pan India presence with 36 branch offices and warehouses and 19 satellite offices across 29 states and UTs with 600 plus employees and a strong network of 27 service locations. Supertron clocked a

turnover of around Rs.3400 Crore during FY 2018-19. As far as volume distribution is concerned, Supertron caters to over 11,000 channel partners spread across the country. The success of its strategic tie ups with more than 28 MNC players has bolstered the growth of Supertron and helped the company to strengthen its position among the leading distribution houses in India.

### **About ZeeVee**

ZeeVee ([www.zeevee.com](http://www.zeevee.com)) is a global pioneer and leader in the development and deployment of AV distribution systems for industrial, commercial and residential applications. As the only manufacturer that can deliver multimedia content over fiber, CATx and coax, ZeeVee has transformed the digital video industry with its award-winning HD to Ultra-HD/4K solutions for the pro AV and IT marketplace. The company offers a variety of innovative, cost-effective and easy to install AVoIP and RF distribution platforms. ZeeVee's technologies and products are installed in thousands of facilities worldwide where there is a need to transport HD/UHD content from multiple sources to multiple displays over long distances. ZeeVee is a founding member of the SDVoE Alliance and a Global Presence Alliance Technology Partner.

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