

H-P to click on small-town SMEs

Viney Sharma

SHANGHAI

Hewlett Packard(HP) is all set to enhance its presence pan India by tapping the SME potential in tier-III & tier-IV cities. The company intends to multiply the number of its channel partners in India. Though the company officials are tight-lipped over the India investment part, they said that a considerable amount would be spent to increase its penetration in India.

The company has also announced a \$300-million global marketing campaign to target larger businesses in countries like India. The strategy would include road shows, retail channel route, special training programmes for exporters, travel agents etc. Interestingly, it also plans to have a separate financing programme for the SMEs in India.