

Networking

It's Dax Time



Dax's effort has made it the most recommended brand for the fourth time in the networking segment of *360 Magazine's Bhoomi Brand Award 2005*. Dax has always made conscious efforts towards improving the product quality standards and channel base.

Dax, though an indigenously manufactured brand, has given Dlink and its other MNC rivals in the segment a tough time. "Dax is a very professional company in every aspect. It is ranked third in the country in the networking space. The complete selling channel is very structured, which makes our work a lot easier. And the profit margin one receives is satisfactory," says Rajesh Batra, Micro System Enterprises, a Delhi-based northern region distributor.

The only section in which Dax scored less is warranty policy. Commenting on this, Batra, said, "We have never come across any major issues regarding warranty policy. Neither has any of our customers put this across. The present policy is adequate enough."

The company has attained this position by outsmarting other competitors in the product quality and availability section. This goes a long way in determining the value of the product.

K.Surender, country manager, Dax, say, "The business climate now is very conducive to move up the value chain in the high-end networking market. The market is maturing in this space, which till now was dominated by a few big brands. We are well-placed in this segment, owing to our technology partnerships."

Dax also follows strict norms under which the manufacturing units perform. The company is planning to expand its business in the next two years. ←

2005 Winners	
→ Dax	% of Preference 46
→ Ace	% of Preference 13
→ HCL Infinet	% of Preference 8
Golden Rhino Winners	
2004	2003
→ Dax	→ Dax
→ Adcom	→ Ace
→ Ace	-

Criteria Rating	
Warranty Policy	2.78
Product Quality & Availability	3.73
Price/Performance Ratio	3.69
Margins & Profits	3.63
Marketing & Technical Support	3.24