



Competing in India is a tough task, especially when the foreign brands have access to multiple markets and can use these resources to sustain its position in the developing markets. Despite facing tough competition from the big giants like Cisco, 3Com, Dax established itself as the most preferred Indian choice in the networking category of *360 Magazine's Bhoomi Brand Award 2006* for the fifth consecutive year.

It left other Indian brands such as Ace and HCL behind in the race with 37 percent of votes cast in its favor. Says K. Surendar, country manager, Dax, "It is very gratifying to receive this award for the fifth time in succession. We would like to share this victory with all

our channel partners, resellers and end customers who have time and again reinforced their trust in Dax."

Adding to this, Rajesh Batra, owner of a Delhi-based regional distribution house, Micro System Enterprises, says, "Dax empowers its partners with pre-sales deliverables, seminars and training. The company conducts free training programs every month. In addition, it had also conducted pan-India 22-city roadshow—Mission Critical Routing Parameters (MCRP)."

Dax has been able to successfully establish a good and loyal relationship with its partners because of such focused programs. In the last three years, it has transformed itself from a volume-based company into a value-based networking brand.

In order to fuel growth, it recently appointed more solution providers to its list of authorized Dax solution providers (ADSP). Currently, it has around 40 regional ADSPs and intends to double the count by FY 06-07. ←

2006 Winners	
→ Dax Networks % of preference	37
→ Ace % of preference	27
→ HCL % of preference	10
Bhoomi Brands Winners	
2005	2004
→ Dax	→ Dax
→ Ace	→ Adcom
→ HCL Infinet	→ Ace

Criteria Rating	
Warranty Policy	3.49
Product Quality & Availability	3.54
Price/Performance Ration	3.81
Margins & Profits	3.67
Marketing & Technical Support	3.04