

Bangalore, January 11, 2012

## **Axis Communications appoints new country manager to lead its Indian operations**

**Axis Communications today announced the appointment of Mr Sudhindra Holla, as the new country manager for its Indian operations. Mr. Holla is an industry veteran with rich experience in building businesses and developing channels.**

In his new role, Mr. Holla will lead Axis Communications' operations in India, driving business strategy in addition to overlooking sales and marketing verticals. Since 100 percent of the company's revenues come from channels, Mr. Holla will place considerable emphasis on channel development to expand the reach of Axis' products and services in the country. Under his leadership, the Axis India team will continue to tap India's growing physical security market and drive the ongoing shift to IP-based surveillance.

Speaking on his new role, Mr. Holla said, "As a pioneer in network based surveillance, I believe that Axis Communications is best positioned to leverage the growing IP surveillance market in India. I am excited to be a part of Axis Communications and hope to play a pivotal role in taking the company to new heights in India."

Oh Tee Lee, Regional Director, South Asia Pacific Region, Axis Communications said, "Since we launched in India in 2007, we have seen significant traction in this market and India will continue to be a key geography for Axis. We are confident that Sudhindra's rich experience, especially his expertise in developing effective channel networks will be of great value to us."

Prior to Axis, Mr. Holla was the Head of Channels – India & SAARC for Juniper Networks India. During his stint with Juniper, he was focused on building and developing a robust channel strategy to drive growth in revenues.

On the personal front, Mr. Holla is also a renowned Yakshagana artist, having given over 1000 performances across the country. He has participated as a member of the Karnataka Troupe in interstate cultural exchange programs held across different states in India.

### ***About Axis Communications***

*Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.*

*Axis is a Swedish-based company, operating worldwide with offices in more than 37 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).*

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