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Axis to establish sales office in India

Axis Communications today announces the opening of a sales office in Bangalore, India. By the local presence, Axis Communications will take full advantage of the booming Indian market, with an initial focus on the transportation and retail sectors.

“India lies at the forefront in many aspects of IT. Local knowledge and understanding the Indian culture is key to success in India. By establishing a local office, we increase our presence and move closer to our customers, thereby better fulfilling the business opportunities of the Indian market”, says Ray Mauritsson, President of Axis Communications.

Located in Bangalore, the main objective for the new office is to serve the Indian market. Bangalore is in the heart of the booming Indian economy, and one of the fastest expanding cities in India, often called the Indian Silicon Valley.

“We see great potential within the transportation and retail sectors. More people travel throughout the country, leading to upgrading of large facilities such as railway stations and airports. The growing economy also leads to higher household incomes, which in turn generates new shopping malls and other large retail stores and hence business opportunities for network video business”, says OhTee Lee, Regional Manager South Asia Pacific, Axis Communications.

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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.