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1. Could you give us a brief about RP Tech and the philosophy that drives the company?

Incepted in 1989, RP tech India (a division of Rashi Peripherals Pvt Ltd) is the fastest-growing B2B IT solutions company having a robust fulfilment network of 50 branches and 50 service centers across India. We offer products and solutions from 25+ renowned global technology brands to over 9000 immensely satisfied B2B customers in 750+ towns/cities. With our fundamentally robust business model and 360-degree marketing approach, we are poised to become a 'One Stop Shop' for all technology needs of Indian consumers.

2. What are the major brands that you distribute in India?

RP tech India has the most comprehensive product portfolio that is tailor-made for the new age technology needs of end-customers. We have various verticals namely:

Components: AMD, Western Digital, ASUS, Crucial by Micron, ECS, Intel, Toshiba, Colorful & NVIDIA

Peripherals & Accessories: AOC, APC, Belkin, Fitbit, Chromecast, Logitech, SanDisk, Samsung, Toshiba, Optoma

Personal Computing: ASUS, Dell, HP, Lenovo, ECS-LIVA, Samsung

Networking & Power Backup: ASUS, ATEN, TP-Link, Cambium Networks, Ubiquiti, Intel, Eaton

3. We are amid a pandemic, which has wiped off a chunk of profit from many businesses. How has it been for RP Tech during the lockdown period?

Every crisis brings an opportunity and we believe in translating every challenge into success. We were quick to adapt to the new normal and launched various innovative programs that were path-breaking and first of their kind in the industry. Due to several restrictions on physical movement, we focused on innovative marketing activities. In 2020, we launched Green Zone and Orange zone offers for our B2B customers to help them liquidate their stocks and get their business rolling. We also launched WFH and LFH offers in the same year to boost the computer hardware business. The schemes were a huge success and helped us not only maintain business continuity but sustain our double-digit CAGR.

At RP tech we endeavour to have inclusive growth through value-added programs for our B2B customers. We announced the All India Vaccination Drives for our partners and their family members. Secured vaccination of our entire workforce and their loved ones. Organized several virtual entertainment/fun events for our B2B customers and their family members to encourage them and motivate them during these challenging times. We are more than ready for the next wave of growth and will continue to run such value-added programs for our stakeholders.

4. Your portfolio includes a wide range of products from different segments of technology. Going by the change in consumption pattern, which sectors have seen the maximum movement during these trying times?

The overall IT hardware industry has grown multi-fold during the last 2 years due to a surge in demand for computers and related hardware. PCs, Laptops, Tablets, Storage and Networking solutions, Computer Accessories have witnessed tremendous growth because of the rising popularity of remote working and distance learning.

5. Offline stores have taken a hit due to restricted movement of people. Do you see a long-term change in customer behaviour due to the changing consumption landscape? How have you prepared yourself for such a change?

The demand for IT products and solutions continues to expand due to WFH and LFH requirements. This has helped in the growth of not only online channel but offline channel. Even during the pandemic, offline channel has efficiently served their customers with minimal disruptions.

6. Given the growth in audio, gaming, storage and networking sectors, how and what do you look forward to in 2021-22?

The year 2021 will be the year where consumers will buy mid-level and premium products. During the first pandemic phase, consumer bought the cheapest available products. But since working from home has become the norm of the day, consumers are now upgrading their gadgets to improve efficiency and comfort. For instance, initially the demand for wired mouse was extremely high, but now we see all those consumers upgrading to a Logitech ergonomic wireless mouse. Similar trend is seen in the audio, notebooks and PC category.