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Iris Computers Bought Back by Founder Sanjiv Krishen

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City: New Delhi

Dragon Singapore, a John Sculley company, had acquired controlling stake in Iris Computers through Inflexion Point. It has now relinquished its hold leaving Iris in the hands of Sanjiv Krishen, who originally founded the company in 1996.

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Iris Computers Ltd distributes computer systems and peripherals from leading OEMs like HP, Dell, Samsung and LG, through its network of branches all over the country. Iris showed consistent business growth for more than 20years reaching a turnover of Rs 2,600 crores.

Requiring fresh investment for further expansion of the company Iris Computers tied up with Dragon, Singapore 4 years ago for additional limits.

However, in Sept, last year Dragon closed down in Singapore unable to fulfil its further obligations.Mr. Sanjiv Krishen acquired the company from them for a few compelling reasons:

1. To ensure that the jobs of the company's employees - the Iris family - remained secure.

2. To maintain the continuous flow and running of the business between vendors and Iris resellers.

3. To reinfuse the original 'Iris responsiveness' and enthusiasm that the partners and customers missed.

Partners of Iris Computers spread throughout the country are delighted at the turn of events as they missed the unique distribution method of Iris Computers. Led by Sanjiv Krishen the company is back with its aggressive, innovative style of distribution which was the core expertise of Iris Computers.

The original management team of Kamini Talwar, Som Arya, Sameer Chaudhary and Himanshu Chawla are back to steer the company to new heights of success. The company is open virtually 24X7 for its partners and willing to go to any legitimate length to fulfil the order in time.

The rapid countrywide expansion of the company to establish partners deep in the interiors was possible due to its "risk-taking ability". The large network of partners gave Iris Computers an edge over its competitors besides making it very strong commercially.

As a leader in its field, the company soon adapted itself to the new age mantra and went all digital bringing greater transparency in its transactions with the vendors which were deeply appreciated by them and a large number of them are now fully supporting the company.

In this kind of scenario, it was not very difficult for Iris Computers to bag some large orders.

With an astute business sense, Iris Computers has aligned itself with the national goals of Digital India, which provides huge potential for growth for IT companies. It aims to build digital infrastructure and smart cities throughout the length and breadth of the country, for governance, provision of services, spread of digital literacy and digital

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