



FELLOWES UNVEILS EXCLUSIVE DISTRIBUTION AGREEMENT WITH AVANTI INDIA

Doncaster, 1st April 2011: Fellowes Inc, a global leader in the design, manufacturing and marketing of office products has today announced a new partnership agreement with leading Indian distributor & manufacturer Avanti Business Machines Ltd.

The agreement, which will begin on the 1st April 2011, will see Fellowes full range of business machines and office accessories distributed exclusively across India by the Hyderabad based specialist.

On the agreement, Andrea Davis, president of Fellowes Europe & Export Division commented "India is a market with huge potential and opportunities for Fellowes and Avanti is the ideal partner for us to expand our presence in this dynamic market. Avanti has an excellent reputation and understanding of the marketplace and we are confident that the combination of our innovative product and marketing support combined with Avanti's sales and service acumen will deliver mutual growth and expansion."

On behalf of Avanti, Mr AK Nandi, sales and marketing director said "We are delighted to be partnering with Fellowes, a global giant in the office products market. Together we will be able to service and help grow the emerging market of India and maximise market penetration, brand awareness and the growth of both our businesses. "

Following on from the recent announcements regarding Fellowes development in South Africa, South America and Eastern Europe, the Avanti partnership is the next step in the company's continued geographical and brand expansion.

ENDS

#####

Press Contacts

Tania Cheesmond
UK Trade Marketing Manager
Direct Line: 01302 836960
Email: tcheesmond@fellowes.com

About Fellowes

Fellowes, Inc. offers an extensive range of products to equip the workspace, including paper shredders, binding & laminating machines and accessories, trimmers & guillotines, workspace accessories and record storage solutions.

Founded in 1917 by Harry Fellowes and headquartered in Itasca, Illinois, Fellowes, Inc. employs more than 1,100 people throughout the world and has operations in 14 countries in addition to a vast distribution and export network. For more information, visit www.fellowes.com

About Avanti Business Machines Ltd.

Established in 1988 by K.R.Mohan, A.K.Nandi and S.G.Krishnan, Avanti was one of the first distributors in India to introduce document presentation to the workplace via binding Machines and laminating machines. Today Avanti offers a wide range of business machines including paper shredders, trimmers, guillotines, currency handling systems and binding and laminating machines manufactured and marketed under its AVANTI and ANTIVA brands. The company has operations across India including Mumbai, Chennai, Bangalore, Pune, New Delhi, and Hyderabad which service a country-wide dealer network making Avanti's presence complete across the Indian market. Avanti's head office and design & manufacturing facility is based in Hyderabad. For more information please visit www.avanti-ltd.com