

Commercial Segment - Infolink

Subject: Lenovo Channel Advisory – Unauthorised Reseller – MY IT WORLD NX MUMBAI

Ref # Infolink 20220015

Date: 30th March 2022

Dear Business Partner,

Greetings!

At the outset, we would like to thank you for your continued patronage of Lenovo.

It has been brought to Lenovo's attention that one **MY IT WORLD NX MUMBAI (PLT No 291 & 293, Unwalia Building 1st Floor, Dr DB Marg, Near Novelty Cinema, Grant Road East, Mumbai – 400007/ GSTIN / UIN 27AABPV1207H1ZW)**, who appears to be a reseller/distributor of IT products is reselling Lenovo PC Products, despite the fact that this entity/person is not authorized by Lenovo so as to resell Lenovo PC Products.

This email advisory is being issued to clarify & inform you that any sale to or purchase of Lenovo Products from this entity/person from your end shall be deemed a breach of Lenovo's GTM rules.

As an organization, Lenovo is transforming itself into aligned way of business, and is continuously evolving a Program & Process based distribution/channel engagement.

Lenovo's wide network of selected partners and authorized distributors, are continuously putting efforts in-line with Lenovo, to fulfill end-consumer / customer requirements for Lenovo Products & Services.

Lenovo constantly communicates trains and updates on processes for Lenovo Products to all these partners, so that the interests of the end-consumers / customers are safeguarded against any misinformation pertaining to Lenovo Products, Programs, Services, etc.

You are requested to hereby take note of the above advisory and consciously avoid any Lenovo Product & Services related, trade relations with MY IT WORLD NX. In the event of any evidence, in contrary to the advisory, may make you ineligible to receive the relevant program incentives/payouts that are due to you. Lenovo, may further decide to take relevant actions as may be deemed needful, to ensure market & channel hygiene.

Should you have any queries or need any clarifications, please do reach out to your Regional Manager for the same.

Thanking you,

Best Regards
Sharad Verma

Commercial Channel Head