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AmberFin links with Benchmark to increase presence in Indian market

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London/India - AmberFin announced Benchmark Microsystems as the latest addition to its global partner program, allowing AmberFin to strengthen its existing presence in the Indian market.

Benchmark will provide local sales and marketing, as well as a systems integration capability and after-sales support for AmberFin's industry-leading iCR software.

Under the terms of the deal, Benchmark will represent AmberFin as a reseller of its iCR platform and applications. The partnership will target film, broadcast and post-production companies across the Indian region and will enable AmberFin to target a wider range of customers.

Naresh Subherwal, vice president, global business development at AmberFin, commented, "India is a market that generates a vast amount of media content, especially from the Bollywood studios. The move to file-based assets is a great opportunity, but one that also presents formidable challenges. AmberFin iCR is ideally positioned to address the challenges ahead and by working with Benchmark it enables us to speak directly to the major film and broadcast players in this region."