

Tevii PC Cards and SVEC Antennas as Pillars of Success

Wholesaler MIR-ANTENN in Moscow was only founded in 2010 and thus ranks as a very young company in the satellite field. Even though, the company has embarked on an impressive road to success right from the start with its distribution of Tevii PC cards and SVEC satellite antennas. In its position as wholesaler, MIR-ANTENN obviously also offers all sorts of other equipment and components a satellite installer might require. We visited the start-up business in the north-western area of Moscow, only a few blocks from Mitino station, the end of metro line 3 – an area mostly made up of new residential buildings.

MIR-ANTENN uses the office premises of one of the large and airy buildings for their business. Three employees take care of customers, who are commercial customers only, such as retailers and installers. The company does not do business with private end users.

Rinat Gubeydullin is the Managing Director and tells us some more about himself and MIR-ANTENN. "I have a degree in electrical engineering," he says and at the same time admits that at home all he uses is a 60cm satellite antenna for reception of local channels. "However,

■ MIR-ANTENN (the Russian word 'mir' means 'peace' in English) can be found on the ground floor of this recently built apartment building.



our range also includes a multi-LNB dish with a diameter of 90cm – and it even sells reasonably well,” Rinat Gubeydullin continues. This goes to show that his company does not only have things in store for your average Joe, but for more demanding satellite enthusiasts as well.

Incidentally, we have tapped into a major issue there: MIR-ANTENN is a big player when it comes to selling satel-

lite antennas made by SVEC. We turn to Sales Manager Shamil Nyrimanov to find out more. “We mainly sell the 60cm and 90cm dishes made by SVEC,” he reveals, but an increasing number of customers requests other sizes as well. “That’s why we also offer 55cm, 120cm and 180cm dishes, and even mesh antennas with a diameter of 240cm are in demand time and again,” Shamil Nyrimanov goes on.

Sales figures are modest at the moment, but taking into account the very young age of the company this is hardly surprising. “Some 50 SVEC dishes go over the counter every month right now.” All indicators are pointing up sharply, however, and that is the only thing that really counts at this stage.

The number of Tevii PC cards that are sold by MIR-ANTENN also is quite small



■ SVEC antennas are displayed prominently in the MIR-ANTENN reception area. Also shown are additional terrestrial antennas offered by the company as well.



at the moment. Technical Manager Mike Ilyukhin shows us the PC cards in the display cabinet and explains "we sell approximately ten of them each month." While this will hardly take your breath away it is still a good start and set to increase substantially.

As a start-up business MIR-ANTENN seems to have chosen the right track with selecting excellent products. On the Internet the company can be found at www.mir-antenn.ru and www.satellite-trade.ru and for everyone in or around Moscow looking for Tevii PC cards or SVEC satellite antennas they are the place to go.

■ Technical Manager Mike Ilyukhin in front of the Tevii PC card display cabinet in the MIR-ANTENN showroom.

■ Shamil Nyrimanov (left) is the Sales Manager of satellite and antenna wholesaler MIR-ANTENN, while Rinat Gubeydullin (right) pulls the strings as Managing Director.

