

**ASHOK PODDAR,  
PROPRIETOR, ASHOK  
TRADERS, MUMBAI**

# MATRIX IS A BRAND THAT STANDS FOR 'SUBSTANCE'



Matrix provides solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support.

**"MATRIX STRIVES TO OFFER MORE IN EVERYTHING IT DOES - TECHNOLOGY, APPLICATIONS, FUNCTIONS, FEATURES, PERFORMANCE, FLEXIBILITY, RELIABILITY AND SUPPORT."**

## **Q** Brief us about your company?

We are an Office Automation Distribution company for Landline Phones, Analog & IP PBX Solutions, Gateway Solutions, Audio Conferencing Solutions, Video Conferencing Solution, Display devices, Video Surveillance, Access Control Systems & Attendance Management Solutions.

## **Q** What is your turnover and growth percentage?

Last Year we achieved a turnover of 24 Crores and we shall be working to achieve a modest growth of 20% this year.

## **Q** What kind of solutions and products you are dealing in?

We are in the business of Distribution of Landline Phones (Analogue and IP), Audio Conferencing Products (Analogue and IP), Unified Communications / Telephony Solutions, Gateway Solutions, Video Conferencing Solutions along with Display Devices, Access Control & Time Attendance Management Solutions, Content Management and Web Conferencing Solutions.

## **Q** How do you find telecom market in India?

The telecom market in India is a very large market with many opportunities and avenues to grow business in IP Telephone, Conferencing Bridge Voice Solutions & Network upgrades from Legacy to Modern VOIP Enabled services.

## **Q** What kind of telecom solutions you have?

We provide complete set up of Analog & IP PBX with end points, Voice Gateways, Audio Conferencing Devices, and Desktop Video Conferencing devices that are required in offices, hotels and other commercial establishments.

## **Q** How do you find Matrix products in terms of its advantages vis-à-vis other brands?

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade & offering more values in all areas. This is what differentiates Matrix from its competitors. It strives to offer MORE in everything it does – technology, appli-

cations, functions, features, performance, flexibility, reliability and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions. Most importantly, Matrix has an in-house manufacturing unit and R&D Centre to offer quick turnaround for clients.

## **Q** As a partner what kind of products you want to add this year?

This year our focus shall be on integration of IPVS with Access Control and providing a complete range of IP Phones, complying with the needs and requirements of large Corporates having multi locational offices. **SME**