

"Customer Satisfaction is Our Motto because We Value Relationship"



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Q. In your opinion, what is the state of security industry in India and what is the trend you see in the space?

Security Industry in India per say is still in its nascent stages and hence is unorganized compared to its peer - the IT industry. Until recently, 'security' was considered more of a LUXURY rather than a NEED. One of the major reasons behind its slow paced growth and current unorganized state is can be adhered to Government policies. In today's scenario, the development of Smart Cities have forced the Government and Administrative bodies to focus on security solutions as a standard tool of safety along with making it a part of the law and order. Things have changed and are changing very fast. Security has now become the society's NEED rather than remain a LUXURY. However, we still have a long way to go with the IP based solutions.

Q. Which market are you targeting?

As we already have a strong presence in the West Bengal, Jharkhand & Bihar, we are targeting Odisha and North East areas for spreading our business.

Q. What are the various security related products that you offer?

We are completely into security

solutions, starting from Security Surveillance (CCTV), Access Control, Biometric System, Bollards, LED Walls, Electro Fencing and Walky-Talky to Boom barriers.

Q. What is the advantage of Matrix products vis-à-vis the competition?

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, applications, 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.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D centre to offer quick turnaround for clients.

Q. What is your marketing and channel strategy?

When we talk about end customer projects, we always believe in suggesting and delivering the most optimal solution possible, based on their requirements and pain areas. Instead of selling mere boxes, we believe in providing our customers with a solution that adds value to their business.

With respect to our channel sales, we focus more on providing backend support to our channels members, thus entrusting them with self-capability to close deals and serve customer AMCs. They know they can always count on us as a FRIEND IN NEED.

Q. What is your support strategy?

For us, customer support has always been our top priority since the beginning. To enhance, our tag line states "Customer Satisfaction is Our Motto Because We Value Relationship." Gone are the days of Box selling! In the current scenario, only a robust support system can let you sail in this tough market. It helps us in all aspects, starting from building Goodwill to Referral customers. Even channel partners can trust us blindly in terms of support, right from start to closing of the deal.

Q. What are the challenges that you are currently facing in India?

As we said earlier, the current security market status in India is quite unstructured. Thus, keeping in mind its future potential, everyone and anyone is trying to set foot into this market. This, in turn leads to compromises in terms of quality and after sales support because of the on-going price war between the Chinese products. An average Indian customer is generally price sensitive, which makes this market a tough deal. It is especially so for companies like ours, since we believe in providing customers with quality and value addition products such as the Matrix solutions, instead of cheap boxes.

Q. What kind of plans and expectations do you have for this segment this year?

From January onwards, we are coming very strong in the market with continuous road shows and dealer meets, showcasing all our product range and services.

We would be focussing on starting offices in the North East & Odisha areas. We are also planning to set foot into the East Indian market with enthusiastic and future oriented partners.

