

## Qualtel Automations: The zest for quality



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### Q. Brief us about your company?

Qualtel Automations founded in 1998 is engaged in providing solutions in security & communication domain. We are a family of 25 + young people striving to create world class solutions & providing best user experience to our clients spread across India.

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

India is fast becoming a growth center for world economy. Secured atmosphere not only acts as catalyzer for economic growth but also acts as fertilizer to sustain the booming economy. So security industry grows doubly fast in comparison with economy. Since last 3-4 years Security industry is growing by leaps & bound year by year. Awareness has helped not only to create more secure, automated workplaces, but also created innumerable entrepreneurs in this segment. In spite of its volcanic growth in last few years, it is yet to take giant leap in coming years.

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

We provide state of art solutions in Security surveillance, IP Camera's, Fire alarm Systems & Biometric attendance & Access control Systems. We are also engaged in providing integration of these solutions with BMS.

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

Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness & going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with More. More productivity, more applications, more flexibility, more functions, more features, more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions.

### Q. What is your marketing and channel strategy?

"Solutions" has been the keyword for us in our Marketing. Adapting, customizing our products to best suit the needs of customer and enabling them to have complete control of their businesses gives us satisfaction. Implementing latest technology & providing end to end security solutions at one stop gives us an edge over others. Our only endeavor is to focus on customer's requirement, as we are in business of technology products, customer is looking at buying our knowledge and we never over sell but do not forget to over deliver it.

### Q. What is your support strategy?

Sufficient spares, technically sound

support team, energetic & pleasant co-ordination team provides good support to our valued customers. Our endeavor is always to provide our customers unforgettable and trouble free experience of Matrix products and solutions.

### Q. What initiative steps do you expect form government for the betterment of Security industries?

Govt. boost like reduction in tax rates is an urgent need of the hour for this segment, as that would help to make INDIA a better, safer and much more secure place.

Govt. should also work on Security product certification authority like DOT as there is influx of low quality imported products in security industry. This would bring much needed checks and balance, so that clients do not end up compromising with their safety.

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

Security segment in India is still unorganized, scattered and flooded with innumerable brands & micro system integrators. While competing in such unorganized market getting appropriate value for quality products, solutions and efforts at times get difficult. Higher and complex tax structure for security products also adds up to the vows.

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

Last few years "SECURITY" is seen as topmost concern and priority in everyone's mind, worldwide. With spreading awareness, we have seen phenomenal growth in this segment in spite of all odds. This year is also not going to be different; we foresee almost 30-40% growth for us in this segment. ■