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

I have been in this industry since 1988. Since then I have seen the security systems industry growing exponentially in India. Yet, we are under double digit percentage in terms of countrywide coverage compared to the west. That means there is a great opportunity for this industry to grow multifold in the years to come. For the last few years we have seen the products from China flooding our market. Since most of these products are cheaper, consumers tend to buy without realizing the consequences of after sales support. Being in this industry for such a long time I have seen many end users suffer.

The industry veterans need to do more on educating the end customers on these impacts. In my opinion the industry is in consolidating phase and there will be a big demand for quality and proven products. Indian manufacturers should utilize this opportunity. Hope our Prime Minister's call for make in India becomes true for our industry as well.

**Q. Which market are you targeting?**

We have defined our market segments very carefully. We are in the space of providing solutions with mid and high end products. When a customer decides on any software they go to the domain experts. This should be true

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for our industry as well. Unfortunately you will see less of domain experts in our industry. This is an area where lot of improvement is required. Being domain experts our target customers are Multinational companies, Corporates, Large manufacturing, Healthcare & hospitality industries. We advise many customers on what they should choose and why. Therefore our customers understand that their investments are best taken care.

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

We understand the convergence very well. Therefore we offer integrated building management systems. We ensure that the building is protected smartly so that their return on investment is justified. We do the gap analysis to provide an insight into what customer has and whether they are adequate or not.

**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 and 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 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. On top of all it is “Make in India” which is exciting.

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

We provide the solutions directly to end customers so that quality is

maintained till the last mile. We believe in providing quality service, set the benchmark such that others should follow us. As far as the products are considered we sell them through an established network throughout India.

**Q. What is your support strategy?**

We have established competent centre with well trained and certified engineers. This helps us to provide excellent service to our customers. We have some service contracts wherein we provide the service within 2 hours of a complaint is received. This is true for holidays as well. The dedicated team is available all the time.

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

As any other player in this industry would say it is difficult to get knowledgeable manpower. This is going to be more challenging in the near future. A lot of debate is going on this. Again industry veterans should sit together and solve this keeping a long term perspective. Another issue which others face and we are fortunately not facing is thereceivables.

As long as people want to run their business on others money this problem will last. This problem can also be attributed to the difficulty in getting support from financial institutions and their exorbitant interest rates. With the falling margins add to the misery.

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

The market is looking up. After the parliament elections there is a positive mood in the market. We expect to double our figures in this year. We have started investing in infrastructure to cater to the growth. I would say this is the time to gear up to exponential growth. ■