

“ Matrix solutions are packed with more productivity & applications”



Mr. Fakhri Ribinwala - Director,
Creative Communication, Dahod

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

So far the Indian Security industry looks to be still at a nascent stage. Though opportunities are large as Enterprises, Government, and Consumers are becoming more aware about the need of securing their premises, institutions and family, yet consumer's choice for the brand is not upto the mark. Consumers lack the knowledge of quality products and often make wrong choices by purchasing products which are cheap and low on quality.

The unorganized market is still at large and quality awareness is less. Having said, there is silver lining in the sky as now day's people do ask for complete specifications and reliability of brands. In 2 to 3 years we would see a drastic change in terms of buying pattern where in more and more consumers would ask for full proof solutions rather than just going for economic products.

Q. Which market are you targeting?

We target to retail, warehousing, Government Institutions, colleges, Hospitality and health industry. Currently we are focusing on retail and enterprises market.

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. 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?

Our marketing and channel strategy is to firstly know the client requirement and then suggest the right product which aptly fits his budget.

Q. What is your support strategy ?

Our support strategy as mentioned is to provide 'Prompt and Timely 'service to our customers.

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

Lack of customer acceptability of quality product due to price and low awareness about value deliverables are the major challenges faced by this industry.

Q. How much of growth are you expecting this year and are you also expecting any business from the overseas market?

We expect to have a substantial growth in this current financial year. ■