

“ Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions “



Mr. Hemant Parikh - Director
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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 is still emerging in India and has much potential to grow exponentially in recent times. IP Based, wireless products and remotely accessible smart solutions are emerging trends in the industry.

Q. Which market are you targeting?

Currently we are targeting largely corporate clients and MNC's. We also target large residential complexes.

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 understand the specific client requirement and accordingly suggest the right product as per the client's budget.

Q. What is your support strategy?

Timely and expert physical or remote support is the key parameters of our support.

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

Less public awareness about security product and budget oriented mind set regarding the security solutions sometimes defeat the purpose of security.

Moreover availability of inferior products sold in the market at very low prices, as a result the Indian product companies are left to fend for themselves against such unfair competition.

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

We are expecting around 30% growth in current financial year. We are also expecting business for CCTV & Access control systems from the overseas market specially U.A.E. (Dubai). ■