

**HITESH PATEL,
PROPRIETOR, RUTVI
SYSTEM**

"WE SEE MAXIMUM GROWTH IN SME SEGMENT"

Established in Anand district of Gujarat in 1992 Rutvi System is now an established dealer for Matrix range of telecom and security products. In a chat with SME Channels Hitesh Patel, Proprietor, Rutvi System talks about how promising the India telecom market is.



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Q Brief us about your company?

Rutvi System was established at Anand, Gujarat in the year 1992. Today, we are established as a dealer for Matrix range of telecom and security products in the entire district. Our business over the years has grown due to the trust and admiration received from our esteemed customers.

needs of our customers. We offer entire Matrix range of telecom and security solutions to our customers.

Q How do you find telecom market in India?

The telecom market in India is very promising as we see maximum growth in SME segment. Government is very keen for the overall development in India and for this telecom sector will prove to be the real engine for growth.

Q What was your turnover and growth percentage?

Last financial year we grew by 17%.

Q What is your strength in terms of market reach and others?

Being the owner of "Rutvi System" I personally keep social engagements with various groups such as Jaycees Rotary Lion Club, Industrials summits and try to cater to their needs by offering Matrix products and solutions. Our strength lies in providing effective solutions backed with timely support to our trusted customers. This has helped us both in terms of growth and brand value.

Q How do you find Matrix products in terms of its advantages vis-à-vis other brands?

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 kind of solution and products you are dealing in?

Matrix is a known brand with wide range of products and solutions that cater to most of the

Q What is the potential and challenge for Matrix in the market?

As far as quality and value for money are concerned, Matrix has more potential, but lower cost product overflow from Chinese market can be a challenge for Matrix in the coming years.

Q What the company needs to do to improve the market share?

I think Matrix needs to emphasize more on brand promotion and must meet customer requirements.

Q As a partner what kind of products you want to add this year?

We want to strengthen our existing product portfolio this year by offering more out-of-the-box products that can be beneficial and add more value to our customers. **SME**