

## “ Security becoming a necessity to each and every enterprise ”



Mr. Hrujal Sanghvi,  
Infrasoul Techserve Pvt. Ltd.,  
Ahmedabad

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

Electronic security industry in India is going to be the fastest growing industry in coming years. Security was considered under IT solutions and people used to consider it as an extra expense to an enterprise but now the coming era has transformed this expense into a basic requirement and a must invest part of an enterprise. What we see is the huge market opportunity for the diversified and seamless solution integrators.

### Q. Which market are you targeting?

We have been associated with almost all the market verticals and have observed security becoming a necessity to each and every enterprise. We have been focusing Semi-government and Corporates. But considering next couple of years, Education, Dairy and Pharmacy industry would be the booming ones.

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

We have been looking upon this industry as a solution provider's industry and so have always tried to be a one stop solution provider incorporating majorly all the security and automation solutions in our solution basket.

### 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 & 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, & 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?

We directly deal with the end users. Reference business is the backbone of our increasing clientele. We prefer to personally visit the client with a prior understanding of their basic requirements.

### Q. What is your support strategy?

We consider support as the key factor in new business development and so we always give priority to support calls ensuring prompt response within 24 hours.

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

Majority of the Indian market look out for cost effective solution ignoring the quality and features of the good products. Due to which, a huge lot of low category and cheap solutions are penetrating in India.

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

As compared to last year, the market has been quite matured and easy for closures. We are looking forward for a remarkable growth by the end of this FY. ■