

“The future of India electronic security market is expected to be favorable”

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

The Indian Electronic Security Market has witnessed substantial growth during the last five years.

Especially the video surveillance systems commanded the largest share of the total India electronic security equipment sales revenue goes up every year. The Access Control Systems have also showcased double digit growth rate in terms of the market revenue and has raised its share compare to the previous year.

The future of India electronic security market is expected to be favorable on account of rapidly growing urban population, improved residential, commercial and industrial construction and rising GDP of India. The rising awareness about benefits of the electronic security equipment amongst the Tier-I, Tier-II, and Tier-III cities of the country will encourage players in the electronic security market to expand their centers across the potential markets in India.

Q. Which market are you targeting?

This year, we as a turnkey service provider will focus more on the real estate development which is happening in the Smart Cities. We can provide a comprehensive electronic security solution to them according to their type of business. Apart from the above, our existing team will be working for nonresidential - commercial, government, hospitality, transportation, education and other segments.

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

As a Data Center Solution provider, we are always updated with the latest security

product release happening in the global market. We always introduce the most advanced security systems in our projects. IP surveillance, Access control systems, Advanced smoke detections systems are very much mandatory in our projects.

Q. What is the advantage of Matrix products vis-à-vis the competition?

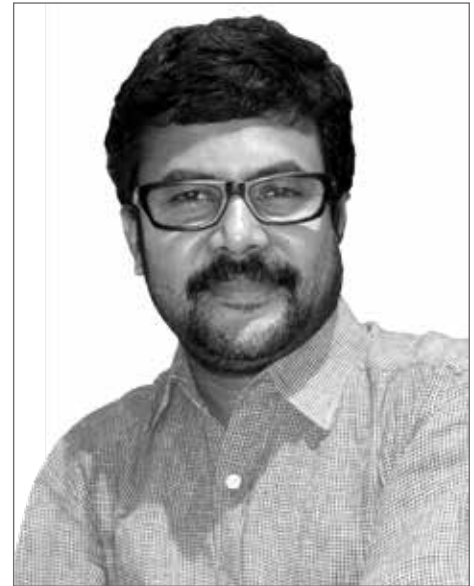
Matrix is a SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness and going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with 'More'. More 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 strategies are very simple. We ensure after sales support to our customers and also provide regular preventive maintenance check to avoid any surprise system breakdown. Our 25 years of service excellence brings in regular business from our valued existing clients. We believe that the customer retention is very important in the service industry and the existing customer reference can bring more business without much sales effort.

Q. What is your support strategy?

We always ensure support guarantee from the manufacturer. Many well-known brands could not survive in Indian market due to their poor support system. If you look at any



**Habib Thangal, Managing Director
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industry the market share will be more for those who have proper after sales support mechanism in place.

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

The biggest challenge I see today is that many well-known companies are started compromising on product quality by introducing low range products because of price competition. This kind of market approach will spoil the industry and most of the system integrators are going to lose their credibility because of poor quality components.

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

This year our plan is to increase sales at least by 50% compared to last year & we have already started working for the same. **ISR**