

“Support is the key to our growth”



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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 growing rapidly in India. Organizations are looking forward to enhancing security through surveillance solutions, bearing in mind organizational & employee safety. Solutionwise, the market is moving from analog to IP solutions with Web based applications & Centralized Monitoring System. Quality solutions with maximum use of IP Technology are in demand as compared to regular lower – end solutions.

Q. Which market are you targeting?

Currently we are in Delhi and NCR. We are targeting big corporate and Government sector projects in Delhi, Rajasthan, Haryana, U.P, Panjab and Himanchal Pradesh.

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

At present we are offering Access Control and Attendance, IP CCTV, Video Door Phone and Fire Alarm System.

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

Matrix is a brand that stands for

‘SUBSTANCE’ in terms of technology, depth, genuineness and going beyond the mere outer façade & offering more values in all areas. This is what differentiates Matrix from its competitors. It strives to offer MORE in everything it does – technology, applications, functions, features, performance, flexibility, reliability and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D centre to offer quick turnaround for clients.

Q. What is your marketing and channel strategy?

Our marketing strategy is to focus on projects whether they are Government, Private Sector, Hospitals, Educational Institutes, etc. We are striving to associate with Consultants, Builders, Architects and customers directly to enhance our presence.

Channel strategy – We are focussing more on our Channel Partners with respect to Demo, BOQ, site survey and technical support to educate them and try to make them independent.

Q. What is your support strategy?

Support is the key to our Growth. The first priority of our team of technical experts is customer satisfaction. From time to time we attend trainings for enhancing our technical knowledge and being at par with the latest technical updates. We are accessible to our clients 24 hours. Our customers can contact us at any time for any kind of support. Furthermore, being a security service provider, our team is always ready to visit client site any time or day for whatever assistance they require from our side.

We are not interested in achieving our sales targets by merely selling the products. Instead, we focus more on building a strong relationship with clients and winning their faith for receiving good business in future.

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

Lack of awareness amongst customers with respect to importance of solutions is one of the major challenges that we face. Customers today equate products with solutions. It is this point of view which needs to be changed. Secondly, easy availability of low cost products is another challenge that we face in this country. And lastly, retaining price sensitive client is yet another challenge.

What kind of plans and expectations do you have for this segment this year? This year, we are planning to capture multi-location projects across India for COSEC, SATATYA and EPABX. We are expecting exceptional growth this year. We conduct one on one meeting with customers explaining them the solutions as per their requirement. Furthermore, we are also planning to make our team more technically sound through various trainings. This will help us in carrying out our projects successfully. **ISR**