

## “With a growing number of industry verticals, and changing business trends, the adoption of surveillance cameras is on the rise”

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**Mr. Jayesh K Shah**  
CEO , Niket Communications &  
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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?**

The technology transition from analogue CCTV systems to IP-based solutions is a major trend, and in India IP-based surveillance market is expected to grow at 45 per cent year on year. Apart from technological advancements, market trends show that verticals like SMEs, SMBs and SOHOs are major segments driving the growth of security and surveillance products in India. However, still corporate & government bring a major chunk.

### **Q. Which market are you targeting?**

With a growing number of industry verticals, and changing business trends, the adoption of surveillance cameras is on the rise. Also, intelligent applications incorporated

within these cameras such as facial recognition, people counting and vehicle license plate recognition will allow users across segments like city surveillance, retail and banking to benefit even more from surveillance products. So, in a nutshell, targeting a particular market or vertical, wouldn't do any justice, we need to focus on all markets.

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

Being a core Indian Manufacturer, with exquisite R&D and support facilities, Matrix has obvious benefits over its competitors. With a wide dealer/distributor network across India, even we as distributors feel comfortable to execute orders across and customers also feel comfortable as they would have excellent service backup and prompt service from local vendors.

### **Q. What is your marketing and channel strategy?**

With increasing demand for more specialised surveillance such as video management systems, there is a greater need for focussed marketing, targeting specific solutions for specific customers.

And thereby, specialised channel partners who can customise solutions to meet client requirements.

### **Q. What is your support strategy?**

'Customer Service' is the life-line in this business, our 'Support Strategy' as mentioned is to provide 'Timely

Service' to our customers. It doesn't matter, how much Innovative products or solutions we provide, if they are not backed with proper service, in no time you will be kicked out of business.

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

Indian market is largely unorganised and is reportedly flooded with inferior security products from Taiwan & China. These products score in terms of price when compared to the standardized products. And, these sub-standard products importers appoint sub-standard dealers creating confusion and bringing lack of confidence in customers even in standardized products. These unorganized players will find it hard to sell substandard products only if the government shows interest in setting some higher standards.

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

Due to heavy fluctuation in currency exchange rates, there has been certain panic in the market and large corporate are hesitating for time being to procure in this segment. However, with mandatory company norms and continual requirement in smaller sector, along with our technical expertise and association with world-class brands like Matrix, Dahua and Panasonic, we expect to target all market segments and expect a CAGR of 20-25 %.