

**MAHESH MODI,
OWNER, A TO Z
COMMUNICATION,
GANDHINAGAR**

"AIMS TO ACHIEVE TARGET OF 20% GROWTH"



A to Z Communication has been associated with Matrix for the last two decades. In a chat with SME Channels Mahesh Modi, Owner, A to Z Communication, Gandhinagar talks about the telecom market.

"THIS YEAR, WE WOULD LIKE TO FOCUS MORE ON THE IP BASED TELECOM SYSTEMS, WHICH ARE IN ANY CASE BECOMING POPULAR IN THE MARKET."

? Brief us about your company?

A to Z Communication, a company dealing in telecom products, has been associated with Matrix for the last two decades. We are well known in the service sector for telecom products.

? What is your turnover and growth percentage?

Our last year's turnover amounted up to Rs. 80 Lakhs. This year, we are aiming to achieve a target of 20% growth with respect to our overall turnover.

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

With respect to market reach, our after-sales commitment has proven to be a strong point. Moreover, word of mouth publicity of our after-sales services has further enriched our market reach.

? What kind of solutions and products you are dealing in?

We solely deal in telecom solutions and prod-

ucts engineered by Matrix.

? How do you find telecom market in India?

The telecom market in India is growing at a great rate. We find the market quite promising for widening our scope of business.

? What kind of telecom solutions you have?

We mostly deal with Matrix's telecom solutions. However, we also offer our customers with IP based, regular analog system solutions.

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

Matrix is a brand that stands for 'SUBSTANCE', in terms of technology, depth, genuineness and going beyond the mere outer façade and offering more values in all areas. This is what differentiates Matrix from its competitors. 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.

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

Matrix products and inventions are very promising and have immense potential for growth.

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

This year, we would like to focus more on the IP based telecom systems, which are in any case becoming popular in the market. **SME**