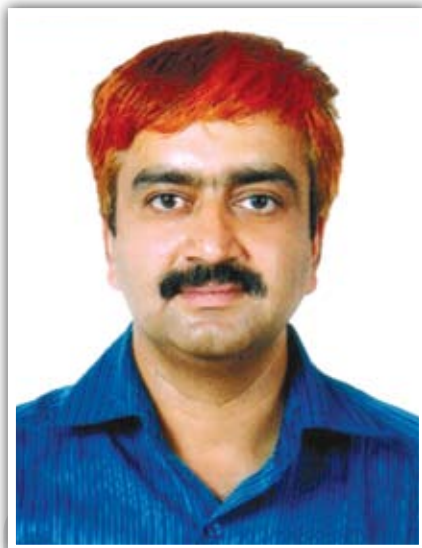


Uniserve Telecom : The mark of quality and service

UNISERVE TELECOM PVT. LTD. was established in the year 1995 by a team of technocrats with an aim to give superior telecom solutions to our clients. In the year 2005 we diversified into security electronics products.

At present we are distributors for MATRIX (Telecom & security product) and also security products of other brands.



Mr. RAVI NARASIMHAN,
DIRECTOR,
UNISERVE TELECOM PVT. LTD.



We at **UNISERVE** with a Team of quality and dedicated service manpower will commit for hassle free operation and quick services. We also guide on the technological front for any developments on time to time basis, so as to keep pace with latest beneficial features.

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 at a very fast pace & still in nascent stage in India. We see new bigger players coming into the security industry.

Q. Which market are you targeting?

We at Uniserve are targeting small and medium system integrators and customers in the SMB segment.

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

Matrix Comsec being a technology driven company has been able to carve a niche segment of customers and system integrators for itself. Their access control products have pleasing aesthetics and good software features. With the continuous development in hardware and software with their in

house R&D they should be able to capture a bigger share of the market.

Q. What is your marketing and channel strategy?

We have been conducting road shows and technical trainings for our existing channel partners and also new partners to increase our market presence.

Q. What is your support strategy?

We have a highly qualified team of support engineers who are well trained in the product to give support to the customers and channel partners.

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

All Indian manufacturers face a huge threat from cheap imports available. However due to customers past experience and knowledge, Indian players are able to improve their penetration in the market.

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

In spite of the overall business scenario being not so good, we are expecting a minimum 50% growth in revenue from the security products.