

NARENDRA PANDEY
PROPRIETOR,
SHREE VINAYAK
ENTERPRISES

"MATRIX POSITIONING IS BASED ON MORE"

Bilaspur-based Shree Vinayak Enterprises was established by a team of engineers and technocrats. With a turnover of almost Rs. 1 crore expectations are to grow by 15% this year. In a chat with SME Channels Narendra Pandey, Proprietor, Shree Vinayak Enterprises talks about their plans.



"TODAY, WE ARE KNOWN AS A RELIABLE, DEDICATED TELECOMMUNICATION AND SECURITY PRODUCTS COMPANY..."

Q Brief us about your company?

Shree Vinayak Enterprises, a Bilaspur-based company, was established by a team of engineers and technocrats, marketing and servicing various telecommunication and security products. Our secureness and dedication has today made Shree Vinayak Enterprises as one of Chhattisgarh's leading telecom companies providing telecommunication services to leading business houses and government organizations.

We have been associated with Matrix since 2006. Backed with over nine years of experience, we are trendsetters in paving the way to advanced communication solutions that customers can rely on. We define our mission statement as a preferred supplier for complete range of telecom related services with quality, reliability, prices and delivery time tailored to our customers need. Today, we are known as a reliable, dedicated telecommunication and security products company, offering value added services to our customers.

Q What is your turnover and growth percentage?

Our turn over is close to Rs. 1 crore and we expect to grow by 15% this year.

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

Our key strengths is our well trained team –

driven with customer oriented performance, prompt services, accountable, entrepreneurial and empowered. Our vision is to increase client focus, by providing competitive solutions and exceptional approach to our customers transforming and reinventing has made Shree Vinayak Enterprises what it is today.

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

We deal exclusively in Matrix telecom and security products like PBX, IP PBX, VoIP Solution, Gateway Products, Biometric and Matrix surveillance systems.

Q How do you find telecom market in India?

Major growth is seen in IP PBX and VoIP products as well as security systems and there is a demand for wireless system and video calling system. The Telecom market in India is growing day by day vastly with many solution based requirement.

Q What kind of telecom solutions you have?

We have all kinds of telecom solutions one can ask for like any brand, even analog PBX can be made to use for VoIP using our gateways, call center solutions, bulk SMS solutions, IVRS etc.

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

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

Matrix products are packed with rich features and stand out in quality when compared to MNC companies. Nowadays, customers demand India made products like Matrix and as Matrix has its own R&D and manufacturing unit in India it's easy to convince the customer for better support. **SME**