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## “Market is showing positive trends for the future”

### Q. In your opinion, what is the state of security industry in India and what is the trend you see in the space?

I have been in this industry since 1994 and seen many a changes regarding customer requirement and quality of the products in the industry. Security industry in India is still in a growing state. Large number of brands known / unknown have flooded the market in past few years. But client is yet to associate quality with a brand. At this point people like us come in picture, who can pitch trusted brands which can guarantee a certain quality and after sales support. In future, people will come to know the difference between quality products with advanced technology and cheaper products with only cost advantage. That will push the growth in upward direction and overall quality of the projects that we execute.

### Q. Which market are you targeting?

We are primarily targeting large Corporate/ Residential houses wherein we can provide all integrated solutions (BMS) required for a building. We are also targeting manufacturing industries, retail outlets, where huge requirement of high quality integrated solutions with remote surveillance required.

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

We offer full basket of all products related to Security & Telecom segment. Especially Surveillance Systems with IP solutions.

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

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. Overall, it is an enriched best product of “Make in India”

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

Our marketing and channel strategy is to understand the specific client requirement and accordingly suggest the right product as per the client's budget pan India.

### Q. What is your support strategy?

We can boast one of the best support team in the industry, which comprises of task force which is Qualified, Certified and vastly experienced.

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

Security industry is facing same problems faced by any other industry i.e. competing with cheaper imports. Also client perspective of going for the budget cutting solution rather than getting the advanced technology poses a big problem.

### Q. What kind of plans and expectations do you have for this segment this year?

Market is showing positive trends for the future. I think this is a time to expand your wings. We are expecting a minimum growth of around 50% in the current financial year. ■