

**PARAG SOMAIYA,
DIRECTOR, SHREEJI
COMSEC INDIA PRIVATE
LIMITED**

"HOSTED PBX TO BE THE NEXT BIG WAVE"

Shreeji Comsec India Private Limited provides solutions in the areas of IP and telecom networking solutions. Besides, the Matrix products, the company sells and services security products, Audio-Video and DSA for Airtel.



? Brief us about your company?

SHREEJI is a 20 year old company. It started its operations in the year 1990-91 and was involved in sales and servicing of Crompton Greaves EPABX systems. Presently we are distributing Matrix range of products as well as other brands. We also sell and service security products, Audio-Video and DSA for Airtel.

? What is your turnover and growth percentage?

We are currently having a turnover of 50 million with an annual growth of 20%.

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

Our strength in market reach is largely by word of mouth, existing customer base and cross selling. Our focus is on providing excellent after-sales service and strong customer relationship.

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

We provide solutions in the areas of IP & Telecom networking solutions. We deal in EPABX largely in Voice. We also deal in security products like CCTV surveillance, Access Control, Fire Detection and Audio & Video Conferencing.

? How do you find telecom market in India?

The Telecom market in India is very emerging but is more related to mobility and the EPABX market is slowly moving towards the IP range. Analog and Digital systems will decline in the next few years.

? What kind of telecom solutions you have?

In telecom we are now moving into solutions of IP and Diallers. We feel that the hosted PBX will be the next big wave.

? 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.

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

Matrix has a great potential with new products

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like Office-in-a-Box. In terms of challenges they need to be more aggressive in their marketing approach as compared to MNC products.

? What the company needs to do to improve the market share?

The company will need to be more aggressive in their pricing strategy if it needs to improve market share. Also need to be more aggressive when you launch new products and get the first mover advantage.

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

We want to strengthen our existing product portfolio this year. Matrix, LE & new range of key phones will make our product range more strong. Integration of unified communication with ETERNITY IP-PBX will enable us to promote software to existing clients. **SME**