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TELECOM IN UPCOUNTRY HAS IMMENSE POTENTIAL



Pune-based Zenor Informatics offers Matrix's telecom and security solutions. In a chat with SME Channels Partho Ghosh, Proprietor, Zenor Informatics (Patna), talks about India telecom market.

“THE TELECOM MARKET IS DEPENDENT ON INDIA'S GROWTH STORY - MORE AND BETTER MARKETS BETTER THE HORIZONTAL REACH.”

? Brief us about your company?

Zenor Informatics is a proprietor based organisation started in April 1998 with Crompton Greaves Digital PBX (OKI) and Matrix Telecom for analogue systems. Initially we concentrated only on telecom sector. Customers' confidence is our utmost priority with our motto being - "value for money". Over the years with Matrix's innovative products we have been offering telecom and security solutions as a "Matrix-one-stop-shop".

Sataty & Cosec products.

? How do you find telecom market in India?

The Telecom market is dependent on India's growth story – more and better markets better the horizontal reach.

? What kind of telecom solutions you have?

We are a dedicated Matrix partner, hence we offer entire Matrix solutions.

? 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 immense potential as far as security solutions are concerned, and in the coming years, security will be Matrix's growth engine. Telecom in upcountry region has immense potential.

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

I think company needs to improve the market share by meeting customer needs as well as emphasizing on brand promotion at "service point".

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

We shall add all newly launched products of Matrix in to our existing portfolio. **SME**

? What is your turnover and growth percentage?

Last year our turnover was around Rs. 68 lacs, and we grew by 10%.

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

Our strength lies in providing effective and affordable solutions.

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

We only deal in Matrix products – telecom and security. Last year we witnessed good growth in