

Telematic Comsec : Encompassing the knowledge based expertise

Telematic Comsec .Pvt. Ltd., is one of the leading distributors in Pune with a branch office at Jalgaon. Since 1999, the company has grown as a channel friendly organization with good customer base all over India. The company deals with various brands, namely Matrix Comsec for EPABX & Time Attendance, Access Control; Polycom, Tandberg for video Conferencing solution, Sony for IP surveillance, Voice Logger, etc.



**Mr. Rajesh Babulal Pande - Director,
Telematic Comsec Pvt. Ltd.**

The goodwill and business strength earned by our organization today is the result of the professionally equipped and able staff encompasses a varied experience of the market and excellent knowledge of serving the customers to their satisfaction. This is further enhanced by the innovative ideas of the management, who strive from time to time for creating awareness and keeping the company at par with the latest developments of today's world.



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

The Indian security market as compared to global market is still at a nascent stage, but has immense potential. The demand for this industry is robust today and has become a common necessity like food, clothing, home & safety.

Indian needs and situation are different and in the Indian market most of the players are Multi nationals who have little or no knowledge of Indian requirements. In such circumstances Matrix products perfectly exemplify a blend of style and substance complying needs of the modern businesses.

“ Since 1999, the company has grown as a channel friendly organization with good customer base all over India. The company deals with various brands, namely Matrix Comsec for EPABX & Time Attendance, Access Control; Polycom, Tandberg for video Conferencing solution, Sony for IP surveillance, Voice Logger, etc.

Q. Which market are you targeting?

We intent to target Government sectors like police and railway department, projects, organized sectors like bank, hospitals, educational institutes, software companies and corporate.

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

Matrix is extremely quality oriented manufacturer; entire manufacturing is done

in India. With key strengths like strong R&D, production, distribution and after sales support, Matrix has created its own niche in the market. All these factors are the key strengths of our growth.

Q. What is your marketing and channel strategy?

We have a network of more than 100 channel associates and we

aim to focus on channel business. In direct sales, we propose to have one retail channel in each district of Maharashtra.

Moreover our focus will be on multi location organizations, public sector and Government Sectors.

Q. What is your support strategy?

We have an on-line portal where all complaints are received and monitored by our staff as well as resolved on the same day. We also have qualified and trained technical professionals who have been associated with us for a long time and are our real assets for support.

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

Currently there is a gap between customer needs and products that are available in the market. Today the market is flooded with imported materials that do not suffice the customer requirements as per the Indian market.

In such a scenario Matrix being an Indian company has the advantage of providing world-class products and solutions suiting the precise requirement of domestic customers.

Q. How much of growth are you expecting this year?

Being new in this security industry; currently we cannot talk about % growth. But we are confident that by next year we will be able to achieve a substantial growth.

