

**AJIT AGARWAL
PROPRIETOR
COMPUTERS & SYSTEMS
SILIGURI, WEST BENGAL**

MATRIX HAS SOME OF THE BEST SOLUTIONS IN THE TELECOM SEGMENT

With the unprecedented growth in the Indian industries, there has been a strong growth in the Telecom technology too. Without a proper communication infrastructure, probably the business outcome is not that great for any company. SME Channels spoke to Ajit Agarwal, Proprietor, Computers & Systems, Siliguri, to know about his strategy.



Q Brief us about your company?

Sinhal Computers & Systems is a Siliguri, West Bengal based company with a very diverse product range in Security Products, Office Automation, IT, Communications and Networking. We provide services to a large area covering North Bengal, Sikkim and Bhutan with a team of sales and service personnel. Our long experience of almost 29 years gives us the special edge in terms of product knowledge and market trends. Today, we are a name to be reckoned with, having a wide clientele of individual businesses, hotels/resorts, factories and defense installations etc.

Q What is your turnover and growth percentage? 2017

Our company's turnover is around 300 lakhs, with a growth percentage of approximately 15%.

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

Our company provides Matrix PBX, Access control and CCTV along with Panasonic /Beetel telephones, UNIFI WIFI solutions, D-LINK Networking solutions and TRAQR GPS solutions.

Q How do you find telecom market in India?

The Telecom market in India is a lucrative and fast growing market. Working in the telecom industry is not only interesting but brings in a lot of profits as well.

Q What kind of telecom solutions you have?

We provide Telecom solutions like Analog systems, IP systems, GSM Gateways and PLCC.

Q How do you find Matrix products vis-à-vis other brands?

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade and offering more values in all areas. This is what differentiates Matrix from its competitors. It strives to offer MORE in everything it does – technology, applications, functions, features, performance, flexibility, reliability and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D Center to offer quick turnaround for clients.

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

As for my opinion, the company needs to focus more on support, since providing strong support automatically shoots up the sales.

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

This year we would like to add more in High-tech Telecom IP and customized solutions and products with emphasis on real-time reporting and monitoring.

Q What is your strength in terms of market reach?

We strongly believe in educating the customer during sales but also providing him with prompt after-sales service. Being able to respond at short notice is the requirement of current times and our emphasis lies in reaching out to every customer big or small.

Q What kind of benefits you are getting for being Matrix partner?

Matrix today, has some of the best solutions in the Telecom segment and being associated with them is a privilege. We intend to foster this partnership in the future too. SME