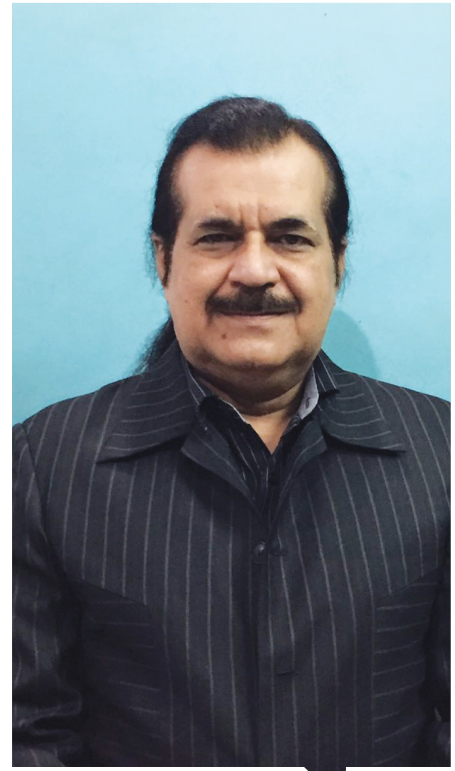


**MUKESH KALRA,  
DIRECTOR, TEEN  
TELECOMMUNICATION,  
DELHI**

# MATRIX IS ALL ABOUT QUALITY, FAIR POLICIES & BEST SALES SUPPORT



The telecom market is innovative and growing at a rapid pace. The constant updates in terms of cost effective solutions pushes the channel partners to remain abreast with the technological advances in the telecom industry. This helps them to provide clients with solutions that are cost effective and meet their needs.

## **?** Brief us about your company?

Teen Telecommunication was established in the year 1996. It started with only three employees and has since grown into a company with 35 employees. Since its inception, TTCPL has seen various phases in telecom business. We started with dealership of Meltron EPABX, moved ahead to Samsung, NEC & ALCATEL.

## **?** What is your turnover and growth percentage?

Last year, we had a turnover of about five crores. Our turnover varied between 3 to 6 crores in the last 10 years.

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

Today MATRIX is our main product, which we started dealing in just six years back. The reasons for Matrix being our main product are straightforward policies of the company and the ability its R&D Centre to transform the product range with the latest features and designs as per the requirement of fast changing competitive World Market.

## **?** How do you find Matrix products in terms of its advantages 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

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

Matrix product range of EPABX up to 1344 Port caters to more than 80% of the market. We hope and are confident that Matrix will gradually expand its port range in the near future.

## **?** What is your strength in terms of market reach?

Our major market strength lies in Govt. sale and we have generated a wide customer base in this sector for Matrix. We have also added a few customers from the private sector into the customer

**"WE ARE LOOKING FORWARD TO EXTEND OUR SERVICES TO COMPANIES HAVING MULTI-LOCATION OFFICES AND PROVIDE THEM WITH BENEFIT OF MATRIX VOIP SOLUTIONS."**

list. Along with this, we are also planning to concentrate on education and retail sectors.

## **?** As a partner, how are you gearing up with the latest market trends? What kind of excitement do you see among your customers?

Most customers are interested in VOIP. We really want to move ahead along with Matrix in this vast field.

## **?** What kind of benefits you are getting for being MATRIX COM-SEC's partner?

Being a Matrix partner gives us the benefit of dealing a wide range of Matrix products, fair policies, best sales support in the industry and all India policy of installation and coordination between dealers. **SME**