

**SANJAY DAK,  
PROPRIETOR,  
ULTRA HI-TECH  
SYSTEMS, UDAIPUR,  
RAJASTHAN**

# "MARKET HAS GROWN EXPONENTIALLY"

Established in 1996 Ultra Hi-Tech Systems started as a dealer for Siemens and got associated with Matrix Telecom in 1997. In a chat with SME Channels Sanjay Dak, Proprietor, Ultra Hi-Tech Systems, Udaipur, Rajasthan, talks about the opportunities in the telecom market.



**"THIS YEAR WE PLAN TO ADD MATRIX SECURITY SOLUTIONS, VOIP PRODUCTS & NAVAN CNX200 OFFICE-IN-A-BOX SOLUTION TO OUR EXISTING BASKET OF TELECOM PRODUCTS."**

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

Ultra Hi-Tech Systems was established in 1996. We started as a dealer for Siemens and got associated with Matrix Telecom in 1997 and have been with this company for the last 18 years. In 2008, we started our retail showroom of Telecom & IT and added security business to our basket in 2009. To our customers, we are a one-stop-company to cater to their Telecom, IT & Security needs. Our company enjoys a good reputation with large corporate and offers lot of value added services to all of our customers.

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

Last year our turnover was around Rs. 1.25 crore and we expect to grow by 25% this year.

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

Our key strength is our technical competence to provide solutions and technically sound support team focused on customer satisfaction by offering prompt services which has empowered us to have a good market reach in our region.

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

We deal in Matrix EPABX and all kind of solutions provided by Matrix. We also deal with other AV, IT Products, CCTV, Access & Time Atten-

dance, Board Room solutions, Projectors, etc. We are also associated with Delton Cables Ltd. for entire Rajasthan & miscellaneous Projects.

## **Q How do you find telecom market in India?**

Well, at one point we thought this market had shrunk. We were entirely focussed on EPABX system. The emergence of VOIP and other new telephony technologies this market has grown exponentially. Voice and Data integration has opened up scope for new business opportunities.

## **Q What kind of telecom solutions you have?**

We offer wired to wireless connectivity as well as multi-locations connectivity through IP –PBX, and AV conferencing solutions.

## **Q 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.

## **Q What is the potential and challenge for Matrix in the market?**

Firstly, Matrix is the only indigenous company with wide array of telecom products that are packed with rich features and stand out in quality when compared to MNC companies at a very competitive price. Secondly, Matrix has its own R&D and manufacturing unit in India so it's easy to convince the customer for better support. Matrix need to add more aesthetically good looking Digital Key Phones to stand competition with the various MNC companies.

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

Company needs to improve the market share by increasing buy back offers and special discounts at festive occasions.

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

This year we plan to add Matrix Security Solutions, VOIP Products & NAVAN CNX200 office-in-a-box solution to our existing basket of telecom products. **SME**