

“The Biggest Challenge from Imported Brands is the After Sales Service”



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

Security Industry in India is growing exponentially. There are many infrastructures being developed all over India that are being implemented with security and surveillance gadgets and systems. In fact it has now become a trend to keep the security & safety aspects of the infrastructure in mind while establishing architectural requirement for the building. Although it is a transition period from Analog system to IP based system, we still find a lot of low end market for Analog solutions. At the same time most are now asking for Mega Pixel Camera with more clarity and IP technology.

Q. Which market are you targeting?

Turbo's major chunk of the business comes from Government tenders. Almost 90% work is from Government whereas other 10% from corporate & private sector. We are working all over India as well as outside India to the nearby

countries. We have done a major project of Rs.30 Crores for Chittagong Port Authority providing them with Security Surveillance, Fire Alarm system and Public Address System including laying of 48 kms of Fibre Optic cable as a turn-key project.

Q. What are the various security related products that you offer?

We offer entire range of CCTV system wired/wireless, Analog/IP, AHD/Mega Pixel, Conventional cable/Fibre Optic based including normal and explosion proof housing. Besides CCTV System we offer Under Vehicle Scanning System, Door Frame Metal Detector, Hand Held Metal Detector and EMIS Parcel Scanner from CEIA, Italy. Besides security system, we also deal with safety and traffic equipment viz.

Sound Level Meter, Breath Analyser, Speed Laser Gun, Red Light/Speed Enforcement System, Interceptor and Disaster Management System. We have indigenously developed a Prison Call System as well.

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

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade & 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 Centre to offer quick turnaround for clients.

Q. What is your marketing and channel strategy?

We do participate with the government tenders directly, however for small sales we have our channel partners based across India who are supported by our resident engineers at several places.

Q. What is your support strategy?

We provide maintenance before and after warranty period. We take Annual Maintenance Contract for the installed system and provide on-site maintenance for our customers throughout India.

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

The biggest challenge from imported brands is the after sales service. As mentioned earlier, for any fault within or after the warranty period, we have to send equipment to the manufacturer after it has been certified by a nominated engineer that the equipment is defective. When bringing such equipment back to India, custom duties and cumbersome custom formalities are some other challenges that we face.

Q. What kind of plans and expectations do you have for this segment this year?

We expect a lot of business opportunities this year for Security, Surveillance and Safety. Our plan is to have more engineers and sales team to spread the business along with bringing more channel partners on board for the same. **ISR**