

**VIKAS KAUL
PROPRIETOR,
V.S.TRADERS**

"WE HAVE MAINTAINED A YEARLY GROWTH OF 20%"

Since 2005, V.S.Traders has been one of the distributors of Matrix for Jammu region. The company has been dealing in all Matrix telecom and security solutions which has helped it earn good market share. SME Channels spoke to Vikas Kaul, Proprietor, V.S.Traders. Excerpts.



"AS A MATRIX PREMIUM PARTNER, OUR ASSOCIATION HAS CONTRIBUTED GREATLY TO THE GROWTH OF OUR COMPANY AND WE LOOK FORWARD FOR MORE MARGIN, STRATEGIES AND INCENTIVES WHICH WILL BE AN INSPIRATION FOR US TO ACHIEVE OUR TARGETS."

As a Matrix premium partner, our association has contributed greatly to the growth of our company and we look forward for more margin, strategies and incentives which will be an inspiration for us to achieve our targets.

Q Brief us about your company?

We have been associated with Matrix since 2005 and since then we have been one of its premium distributors in Jammu region. We are dealing in all Matrix telecom and security solutions.

Q What is your turnover and growth percentage?

We have maintained a yearly growth percentage of 20%.

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

Our key strength is in providing prompt service to our customers and channel partners in terms of quick delivery of the material, backed by an accurate after-sales service offered by our efficient technical support team.

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

We deal in electronic and communication, office automation products, banking automation products, automobile products, industrial timing, belt-ing products, etc.

Q How do you find telecom market in India?

Telecom market is growing with pace and globalisation has increased the market potential. There would be a 10% to 15 % growth only for OEMs.

Q What kind of telecom solutions you have?

In the telecom domain we deal in Matrix IP-PBX's, VoIP and GSM Gateways.

Q How do you find Matrix products in terms of its advantages vis-à-vis other brands?

Matrix is substance brand. 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. Matrix solutions are packed with More. More productivity, more applications, more flexibility, more functions, more features, more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions.

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

Potential is very good and as far as challenges are concerned every product has to survive and I know we will because of the quality products offered by Matrix. This quality of Matrix products had played a key role in earning a good market share.

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

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

This year we plan to add more new products to our portfolio catering to the telecom and security domain, which encompass IP-PBX systems around 800 to 1600 ports, telephone sets (low cost both non-CLI & CLI), cordless extensions along with EPABX systems, power supply for CCTV cameras, power supply for CCTV cameras, MDF boxes, CCTV's and allied products and biometric & time -attendance systems. SME