

"WANT TO ADD MORE TELECOM AND SECURITY PRODUCTS"

Established in 1998 Neutron Telecom System only deals in Matrix IP-PBX, CCTV & Time Attendance Solutions and this year it has done business to the tune of Rs. 92 Lacs.



YUVAJ PARDE,
PROPRIETOR, NEUTRON TELECOM
SYSTEM, AURANGABAD

Brief us about your company?

Neutron Telecom System was established in 1998 to cater PBX & office automation solutions in Aurangabad and the entire Marathwada region.

What is your turnover and growth percentage?

Earlier we were offering only Matrix IP-PBX solutions but by adding security products to our portfolio has given us a momentum to grow by 50% each year. This year we have leaped from doing Rs. 35 lacs business to Rs. 92 lacs.

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

Our existing satisfied customers are our key strength of growth and market reach. Sufficient spares, technical sound support team, energetic and pleasant co-ordination team with techno commercial sales team has helped in covering the entire Marathwada region especially in automobile, pharmaceutical & hotel industry with more than 60% share in Aurangabad.

What kind of solutions and products you are dealing in?

We only deal in Matrix IP-PBX, CCTV & Time Attendance Solutions because Matrix Solutions are packed with more applications, more productivity, more flexibility, more features & functions, more

cost saving, more reliability and excellent support.

How do you find telecom market in India?

The telecom market is growing at an average of 10 to 15% but with Matrix IP-PBX, multi-location solutions, GSM Gateways, IP Gateways & Office-in-a-Box Solution (Navan CNX200) has given us the opportunity to venture more in cities like Aurangabad and the Marathwada region.

What kind of telecom solutions you have?

We solely cater Matrix IP-PBX, CCTV & Time Attendance Solutions.

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. 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.

"THERE IS HUGE POTENTIAL FOR SOHO PRODUCTS IN AURANGABAD & MARATHWADA REGION."

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

There is huge potential for SOHO products in Aurangabad & Marathwada region. It is a challenge to cover this segment with Eternity SOHO IP-PBX as customers require price in this segment.

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

Analog PBX from 1x3 to 20 ports can improve the market share, most importantly wide range of end-points, key phones and basic analog phones.

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

We want to strengthen our existing product portfolio this year as well as add more telecom and security products that can be beneficial to our customers in this region. 