

“The need for security in almost every walk of life has driven the demand for CCTV Cameras”



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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 faster and has significantly changed the security perception of Indian customers and various other Govt agencies. Most of the organizations demand for advance security products and solutions due to the rising terrorist and other criminal activities. The need for security in almost every walk of life has driven the demand for CCTV Cameras. The Technology transition from analogue to IP based solutions is the major trend and is expected to grow significantly in the coming years.

Q. Which market are you targeting?

We cater to almost all the segments with the best of capacity in the eastern part of India.

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

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

Q. What is your marketing and channel strategy?

The increasing demand for more specialized surveillance such as video management has led to the need for focused marketing, targeting specific solution for every customer. We plan to appoint more system integrations who can educate customers and offer the right solution with prompt support.

Q. What is your support strategy?

Customer satisfaction & support is the key lifeline for this business. We strictly maintain timely support to our customers irrespective of how innovative & rugged the product is.

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

Since the demand for CCTV in India is growing at a faster rate, there are many unorganized vendors importing inferior security products at lower prices to enter into this domain. Most of the Indian customers are therefore attracted by these low priced products due to lack of awareness about the product. Customers need to be educated and Government must implement standard norms to overcome such challenges.

Q. How much of growth are you expecting this year and are you also expecting any business from the overseas market?

We have been growing by 20% year by year irrespective of the heavy fluctuation in the financial conditions of the market. However, with our expertise and the demand in near future we strongly expect to have a growth of about 25%. ■