

“The market is in its infancy, the customer education & awareness takes an important role”



**Mr. Balaji K Bhoovarahan, CEO
KERN Care, Chennai**

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 in its nascent stage of development. Being one of the fastest growing economy, calls for more effective and dependable security systems that are foolproof and reliable over physical security.

Given the size and extent of security issues in India has led to the rise of multiple technologies to create a comprehensive solution to meet the needs. Overwhelmingly, we witness, a lot of Made in India Security and Surveillance Electronic Products and Solutions vendors bringing state of the art of solutions.

Q. Which market are you targeting?

We typically focus on individual needs of safety and security solutions. Our major target segments are Children, Elderly and Women. We have very specific products to cater to the various segments at various walks of life.

Moreover, we focus on safety issues at office, factory and other extraordinary work places (like Mines, etc.). Our expertise lies

in stitching various technology solutions and integrating them together to provide a holistic and comprehensive security solution.

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

The various security products we offer include CCTV, RF Products, Long range Wi-Fi, Networking Products and Solutions, Wireless Video Monitoring, Remote Surveillance Systems, Border Security Products, Vehicle and Personal GPS Tracking, Wearable Sensors, Biometric and Access Control Devices, Peephole Viewers, Video Monitors, Pepper Spray, Stun Gun, Personal Alarms, Knuckles, Smash Sensors, etc.

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

Matrix is a 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?

We have employed two strategies when it comes to marketing. We heavily focus on digital marketing, especially for reaching out to corporate personnel for promoting our products - right from email marketing to Google ad words. We also have a strong, direct selling front to take our solutions to the customers' door step.

We tied up with system integrators across various regions to promote and integrate our

product into their solution.

Q. What is your support strategy?

We have a centralized support center, based out of Chennai to meet the service and support needs. Typically, for service, we replace the product if it is under the warranty period, get it repaired and keep it in the pool for service needs. If not in warranty, we give a promise of one week turn-around time.

In terms of support personnel, we have tied up with integrators who could deploy their personnel based on the expertise required.

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

First of all, the market is in its infancy, the customer education and awareness takes an important role. Market leaders like Matrix are making a wave in communicating various products and solutions and how they help solving the customer safety issues. But the market is cluttered with products that do not meet required quality standards but only compete on prices. Unless the customers know what technology could offer its best, it is difficult to overcome cost comparatives on technology solutions.

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

We believe, in addition to B2C, B2B will be the biggest contributor for Security Solutions. Globalization has not only brought in opportunities but also international practices on keeping the premise and employees secure and safe.

This calls for an additional investment in security solutions and also upgrade from their rudimentary traditional solutions that does not meet with their growing needs. This is the segment, we believe, the next decade of development is going to come from. **ISR**