

“Matrix positioning is based on offering more of these true, inherent values”



**Mr. Bharath Yadav, Proprietor
Smart I Solutions**

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 still under growing state from the last two years. There are large numbers of known and unknown brands available in the market, which has confused clients/customers between buying quality products or one which are cheaper/cost effective. In future, if there is a brand which can offer quality with advanced technology and cost effective security solutions, it will push the overall growth of Security Industries.

Q. Which market are you targeting?

We mainly target SME Segments SOHO (Small office/Home office), Small and Large Corporates and Residential projects (Villas / Apartments).

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

- IP Surveillance with Analytics
- VIDEO DOOR PHONES
- ACCESS CONTROLS
- INTRUSION SYSTEMS
- FIRE ALARMS

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

Matrix is an INDIAN BRAND, which can offer a packed solution to the customer, reliable cost effective and futuristic. As said, if the products offered in the future rate high in quality/advanced technology along with being cost effective, it can be easily captured in the market.

Q. What is your marketing and channel strategy?

Our Strategy is mainly dependant and

follows 3R..,

- RIGHT SOLUTION FOR THE CUSTOMERS
- RIGHT TIME AS COMMITTED
- RIGHT AFTER-SALES SERVICE

Q. What is your support strategy?

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the more 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 are the challenges that you are currently facing in India?

Unknown brands available at a cheaper price are a major challenge we are facing along with customers, who prefer cheaper products over a complete solution with advanced technology.

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

It is the right time for growth to become big, we are expecting to at least double the target achieved in the last financial year. **ISR**