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PROPRIETOR, HIND
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FARIDABAD

"BELIEVE IN CLIENT SATISFACTION"

Faridabad-based Hind Tele Services says it has always embraced modern management systems with imaginative products and disruptive technology. Gopa Kumar, Proprietor, Hind Tele Services, Faridabad in a chat with SME Channels talks about what makes them tick in the market.



"THIS YEAR WE WOULD LIKE TO ADD IP BASED SURVEILLANCE PRODUCTS TO OUR PORTFOLIO."

Q Brief us about your company?

Ever since its inception in 1997 M/s. Hind Teleservices, Faridabad, is into the field of sales and service of EPABX systems. We proudly introduce ourselves as an authorized channel partner of Matrix EPABX, KTS, GSM-FCT and VoIP. We are also dealing with CCTV and security system, biometric solutions from Matrix; with a wide range of communication products.

Q What is your turnover and growth percentage?

Our turnover is approximately Rs. 1.26 crore and we have grown by 63%.

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

We have developed a strong service team, which is our core strength to meet the day-to-day customer needs. Headquartered in Faridabad, Haryana, with well-equipped office and a vigilant administration team, we are providing the best services to our valued customers.

We at Hind believe in giving utmost satisfaction in services to our biggest asset – 'Our clients'. With an unremitting spirit of innovation and a customer-centric approach, Hind Tele Services has expanded its footprint in the NCR region, apart from its presence across India, serving 4000 plus satisfied customers with our systems installed in and around Delhi/NCR. We have always embraced modern management systems with imaginative products and disruptive technology.

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

We deal in both telecom and security - voice logger, call center setup, EPBAX, IP PBX & VoIP gateways (GSM- VoIP, FXO-FXS- VoIP, PRI etc.), networking solutions, biometric solutions and CCTV surveillance.

Q How do you find telecom market in India?

The telecom market in India is very promising. As per studies, with over 900 million telephone connections, India remained the world's second-largest telecommunications market in 2013, recovering from the fluctuations year before, but made little progress to jump to the next generation of services. The year under review had already equipped the government with a roadmap, following the release of the National Telecom Policy of 2012. Now with the VoIP products it is becoming more interesting.

Q What kind of telecom solutions you have?

We have all kind of solutions, from analog EPABX to IP, GSM gateways, VoIP solutions, call center solutions etc.

Q 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 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?

There is huge potential in VoIP solutions, government policies but restrictions may cause some challenges. The entry of LE is giving a big leap in the area of real estate, healthcare and hospitality industries.

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

It needs to educate its partners, teach them to convert their strengths and customer base in to their opportunities.

Q What products you want to add this year?

This year we would like to add IP based surveillance products to our portfolio. **SME**