

“ We are planning to expand by 100 or 150% in the next fiscal year ”



Mr. Manoj Desai, Owner
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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 is growing at a rapid pace. And there is a lot of space in the market for Quality products. Presently the market is full of lower end solutions.

Q. Which market are you targeting?

We target mostly the SME and Corporates.

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

We offer Access control, Biometric attendance, IP Surveillance and fire detection systems.

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?

Our strategy is to develop our channel network by educating them through regular training programmes, conducting road shows and partners meet that will enable them to be more acquainted to our product and its offerings. We believe that if we have more channel partners on board, customers will automatically increase.

Q. What is your support strategy?

Support is the most important parameter in this business. We try to resolve our customer's problem in our service area within 4 hours.

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

It is difficult to convince a buyer on new technology products; as many suppliers/vendors are still pushing products with obsolete technology. Sometime back-end infrastructure is not of that kind which supports new technological products. Most of the companies prefer to go with cheaper and better products; this is the most difficult combination to offer are some of the challenges that we face.

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

We are planning to expand by 100 or 150% in the next fiscal year. 