

**K R JAGADEESWARAN,
PROPRIETOR, SASTHA
TECHNOLOGIES-
SALEM**

WE PROVIDE TELECOM SOLUTIONS FOR MULTI-LOCATED ENTERPRISES



As there is a huge growth opportunity in the telecom market in India, SME Channels spoke to K R Jagadeeswaran, Proprietor, Sastha technologies - Salem about his way of looking at the business from Matrix perspective. Excerpts...

Q Brief us about your company?

Sastha Technologies is based in Salem, Tamil Nadu. We work towards meeting with the communication and security requirements of small, medium and large enterprises. We have all types of solutions under a single roof. Small and large enterprises make up our strong points.

Q What is your turnover and growth percentage?

My company turnover is around 70-80 lakh and growth percentage is 30%.

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

My company provides telecom, security, surveillance, audio and video solutions along with time-attendance systems all over Tamil Nadu. Some of the products that we provide include intercoms, biometric devices, etc.

Q How do you find telecom market in India?

Telecom market is a major source compared to

the other products in India. According to a survey of Telecom regulatory authority of India, our country is the second largest in telecom industry. Telecom market is growing gradually.

Q What kind of telecom solutions you have?

We provide telecom solutions for multi-located enterprises and organizations in the hospitality industry. The solutions we offer are majorly attuned for small and large enterprises.

Q How do you find Matrix products in terms of its advantages vis-à-vis other brands?

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade and 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

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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 As a partner what kind of products you want to add this year?

For the time being, we would like to concentrate on our existing product portfolio. **SME**