

DS BALAJI
PROPRIETOR,
TRIUMPH TEC

"WE FEEL PROUD TO BE A PARTNER OF MATRIX"

India made products were not much appreciated in the past but things have changed today people are taking pride of having India made products. SME Channels had an interaction with D.S. Balaji, Proprietor, Triumph Tec, Chennai to know about his impression. Excerpts.



What is the inception and growth of your company

Our business started off in the year 1994 as a Partnership Venture named as "Yesbee Engineers" with 3 Partners and later in 2004, when 2 Partners retired, it was transformed as a Proprietorship Organization in the name of "Triumph Tec". All these years our Company remained as an Exclusive Matrix Counter. Currently we have an Organizational strength of about 20 people.

Why did you choose telecom/voice business?

I started my Career in the year 1989 as a Service Engineer in the Communication/Telecom Products Division and my other 2 Partners were also from the same department which encouraged us to venture into this Trade. To be precise my entire career has revolved around this Telecom Industry only.

Apart from Matrix which other brands are you dealing in?

Ours is an exclusive Matrix counter and our association with Matrix is more than a decade. We strongly believe in "Doing justice" to the product what we know best and that is why we continue only with Matrix. We feel proud to be a Partner of Matrix.

What is the strength of Matrix against the competition? (Write

5 good things about Matrix as a brand)

A strong R&D based Company Matrix offers wide Product repertoire. It is just not about Box selling, but Matrix offers total telecom solutions to its customers. With these qualities Matrix is able to compete with the multinationals like – Siemens, Panasonic, NEC, Ericsson, Avaya and Cisco. Also the Customer Support and product reliability are proven strengths of Matrix. Matrix is the Only Indian Telecom MNC which is exporting its products to 40+ countries.

What are the challenges you face in the market for Matrix?

Generally the Customer mindset is comparing our Products with multi-nationals without understanding product Quality and features. Here we have to convince them with our product capabilities and the marketing tools like the comparison charts with other manufacturers related to hardware/software features, play a vital part in convincing the customers.

Do you have any case where there customer is very happy about Matrix and has expressed his gratitude in words?

Not one but many of our Matrix customers feel happy about the quality & after sales support. And generally we get reference enquiries through these customers and major share of our customer base revolves around these existing customers only.

What kind of opportunity you see in the market for voice products?

There are encouraging signs on the overall market for Voice products. Since Matrix offers variety of Telecom solutions in GSM/ISDN/VoIP networks we see huge potential in the Southern Market in the coming years especially for IP and GSM Products.

What kind of growth do you see in your Matrix portfolio and why?

We foresee a growth of about 20-25% during this year for which we have already strengthened our Manpower resources to go all out and achieve the results.

Which are your focused verticals from voice perspective and why?

We are mainly concentrating on SOHO and Medium sized Corporate. Generally with these customers we get reference enquiries. We have a strong base with the Nationalized Banks, and our total installations in these areas are more than 250 nos. Apart from this our tie-ups with Service Providers like BSNL, Airtel, TTSL our client base, especially with medium and large Corporate are increasing day by day.

What is your turnover and growth for this year?

Our total turnover for the last Financial Year was 2.5 crores. We expect to grow by 15% this year. **SME**