

"BETTER COMMUNICATION IS THE BASIC NEED"

The guidance and business policy of Matrix helped Creative Comsec gain good market share in the country. In a chat with SME Channels, Sanjay Chhajed, Director, Creative Comsec System's Pvt. Ltd., Indore, talks about his business strategy and promotion plans. Excerpt.



Q Brief us about your company?

Established in 2001, Creative Comsec initially started off with two employees but, today we are one of the established companies in telecom and security solutions in Indore region. Our team consists of more than 10 dedicated employees, professionally trained in sales and services of Matrix products, offering services to more than 2000 satisfied clients in Indore. We have maintained a yearly growth percentage of 22%.

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

It is a privilege to say that we are with Matrix since the inception and having successfully established CCSPL in the telecom domain. We have now entered into the security business and are doing well in this sector too with the guidance and business policy of Matrix.

Q How do you find telecom market in India?

Telecom market is growing and globalisation has increased the market potential. Better communication is the basic need of any small or big business house. Today, a company can address its needs through different solutions like IP, Gateways etc. This not only fulfils their voice requirements but also helps in reducing the communication cost.

Q What kind of telecom solutions you have?

In the telecom domain, we deal with Analog to Digital IP-PBX products and Matrix is the only

company that takes care of small to growing enterprises' requirements. This is the key reason for our good market share in the country. Today, with Matrix portfolio of products we can offer our customers the right solution as expected from a telecom product.

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

Matrix is substance brand 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 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 the potential and challenge for Matrix in the market?

Growing market of IP and Gateways in India is the biggest potential in telecom sector and we are trying to grab this business opportunity in our region. We have already started promoting our latest IP products to our existing clients and are getting good response from them.

Product price is the biggest challenge that we are facing currently and we are trying to bridge quality and price and have been successful in it. Today's customers are educated and they are aware that

SANJAY CHHAJED, DIRECTOR, CREATIVE COMSEC SYSTEM'S PVT.

"WE ARE FOCUSING ON THE EXPANSION OF CHANNEL NETWORK FROM TIER-1 TO 4 CITIES SO THAT THE PRODUCTS ARE AVAILABLE TO EVERY CUSTOMER."

quality and after-sales support cannot be grabbed on cheap prices.

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

As per our long-term business strategy, we are focusing on the expansion of channel network from tier-1 to tier-4 cities so that the products are available to every customer looking for communication products and secondly, we are having an extensive promotion plan.

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

After launching of DVR, NVR & Access Control by Matrix, need of adding new products in our security portfolio has been sufficed. This year we plan to establish and focus on promoting these products thoroughly to a wide gamut of customers in Indore. **SME**