

Qualtel Automations : Eyeing the prospects



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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?

India is growing at a faster pace than many of the world economies and the security industry is providing a safe and secure ground for this growth. Since last 3-4 years Security industry is growing by leaps and bound. Awareness has helped not only to create more secure, automated workplaces, but also created innumerable entrepreneurs in this segment. In spite of its volcanic growth in last few years, it is yet to take giant leap in the coming years.

Q. Which market are you targeting?

We are focusing on Corporates, Mid-Size Companies and growing enterprises. Sectors like BFSI, Pharma, Hospitality, Industries, BPO and ITES are looking for tailor-made solutions for their growing Security and Attendance needs. It is there we see ourselves playing major role of a security

consultant to them. Enabling them to secure their business place, safeguard their interests, increase productivity, enhance efficiency, simplify complex requirements and last but not complete centralized control on these processes.

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?

“Solutions” has been the keyword for us in our Marketing. Adapting, customizing our products to best suit the needs of customer & enabling them to have complete control of their businesses gives us satisfaction. Implementing latest technology & providing end-to-end security solutions at one stop gives us an edge over others. Our only endeavor is to focus on customer’s requirement, as we are in business of technology products, customer is looking at buying our knowledge and we never over sell but do not forget to over deliver it.

Q. What is your support strategy?

Sufficient spares technically sound support team, energetic and pleasant co-ordination team provides good support to our valued customers. Our endeavor is always to provide our customers unforgettable & trouble free experience of matrix products & solutions.

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

Security segment in India is still unorganized, scattered & flooded with innumerable brands & micro system integrators. While competing in such unorganized market getting appropriate value for quality products, solutions and efforts at times gets difficult. Govt. boost like reduction in tax rates is urgent need of the hour for this segment, as that would help to make India a better, safer and much more secure place. And this sense of secureness in mind enhances one’s productivity, efficiency and gives them much needed peace of mind. There by it would be an important factor in India’s growth story.

Q. How much of growth are you expecting this year and are you also expecting any business from the overseas market?

Last few years “SECURITY” is seen as topmost concern and priority in everyone’s mind, worldwide. With spreading awareness, we have seen phenomenal growth in this segment in spite of all odds. This year is also not going to be different; we foresee almost 30-40% growth for us in this segment. Yes we also expect some good overseas requirements coming in this financial year. ■