

**RAMLU C REDDY,  
DIRECTOR, PARAS  
TELECOM PVT. LTD.**

## "MATRIX PRODUCTS ARE ROBUST, STABLE AND FEATURE RICH"

Paras Telecom Pvt. Ltd., a one stop solution company particularly in low voltage solutions, has had a good run in the telecom market since 1996.



The opening of the India market in the early 90's gave a boost to various industries. With the economic liberalisation the country witnessed the dawn of a new chapter and ushered in remarkable changes in the economy. One such sector has been Telecom, which was unshackled from the old monopoly market concept, and has since then contributed significantly to the overall growth of the Indian economy.

Founded in the year 1996, Paras Telecom Pvt. Ltd. has grown over the years as telecom sector evolved. The Company was started by two telecom professionals and management graduates from Pune who wanted to make their presence felt in the emerging telecom market. Being one of the first few professionals in the telecom sector, the promoters made best use of their credentials to take the Company to a leading position.

With a headcount of 25, the Company caters to almost more than 2,000 customers. One of the key reasons which helped the Company to achieve good reputation with the customers was the prompt and professional after sales support offered to the customers.

Ramlu C Reddy, Director, Paras Telecom, explains, "Our approach to treat partners as partners and not as dealers has kept us as a loyal bunch of associates for continuous business. We also deal in technology products. So

our approach is not towards pushing boxes. This has helped in reaching out to more people and assuring them in providing solution to end clients."

Being a one stop solution the Company specializes in low voltage solutions, Paras designed optimal solutions, identified suitable products supply, installed, tested, commissioned and documented security systems, audio visual products, IT infrastructure, telecom and power conditioning equipment.

In addition, the Company offers products from Matrix, Siemens and other brands which include comprehensive portfolio of secure IP communication solutions and services for enterprise customers.

Moreover, with the intention to help enterprise as well basic as service providers to optimize communication infrastructure, the Company has added wired, wireless and GSM products as convergent communication. As a part of telecom solutions, the company has also come up with PRI/ Gateways, VoIP, GSM, PA and other solutions and this year the company intends to offer solutions using various products in their portfolio.

The Company further informs that Matrix products are robust, stable and feature rich as compared to other products in the market. From the channel's point of view, Matrix was known as an Indian company selling technology solution in

telecom space. "We hardly faced any competition in the lower end. But it becomes a hard sell for the enterprise segment. So the potential is being able to increase brand awareness and tap this market," says Reddy.

Speaking on the telecom market in India, Reddy avers, "Telecom market after the opening up of the sector by the Government almost two decades back, has been growing in leaps and bounds. We have had a good run in the market where the technology has transcended almost 50 years in a short time of 20 years."

"The resulting gap in user's capabilities provided a huge market that could be tapped. However, the entry of telecom service provider and their sponsoring of PBX resulted in commoditizing of the premium brand the product became obscure. Now, unless manufacturers grab the control back from service providers, by whatever forcible means, this sector is proven to become low growth and low margin business."

### Finally...

With the aim to intensify the business share in the market, the Company plans to take control back from the service provider and also to make customers understand that communication system is a box that can give more strength if invested in rather than accepting a box from the service provider on rent. **SME**