

“We expect a double digit growth this year” - Raj Info Enterprise Pvt. Ltd



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In your opinion, what is the state of security industry in India and what is the trend you see in the space?

Indian security industry is growing a full pace. As the need for security is percolating to all segments, the market is going to expand further creating scope for new players to enter. In the long run it is the quality oriented brands that will sustain.

Which market are you targeting?

We target Industries, Corporates, Hospitality, Educational Institute- sand the Government sector.

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.

What is your marketing and channel strategy?

Our marketing strategy is very simple; we have partners across our territory and we do direct marketing in our projects. Our core focus is on customer satisfaction and to ensure that we serve our existing customers with equal care the way we do it to our new and prospective customers.

What is your support strategy?

All our support engineers are proficient with the technical nuances of the products. We are known for our prompt onsite support offered by our skilled engineers. We also maintain sufficient stock of the products so as to cater to replacements tasks without any delay.

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

The challenge that we are facing currently is the availability of inferior products that are sold in the market at very low prices. In such a case the Indian product companies are left to fend for themselves against such unfair competition. We lack a strong formal association or body which can safe guard the interest of local manufactures.

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

We expect a double digit growth this year. So far we have not planned to venture into the overseas market as we are finally concentrating in our regional territory. ■