

## Quality at Affordable Prices is the Key Factor - Sanjay Chhajed

Creative Comsec, a 12 year old enterprises founded in 2001, professionally managed by the technically sound group of directors. A leading Telecom & Security solution company in Indore and Category-1 channel partner for Matrix Comsec for range of Security products, offering user friendly & affordable telecom solutions to small, medium & large enterprise customers with a leadership position in emerging telecom & security market. Starting off with the telecom products and now entered in security business and catering State-of-the-Art products to our clients. They are having a very strong business association with Matrix from past 10 years and well settled company in the region with having huge presence in all verticals like Banking, Financial, Corporate, Industry, Banks, Hospitals, Government, PSUs, Defence etc. Creative Comsec has been consistently delivering customized business solutions that support organizations to improve productivity, optimize operating cost in competitive business environment. To know more about their endeavors, Kunjal Karaniya, a&s India spoke to Sanjay Chhajed, Director, Creative Comsec Systems.



▲ Sanjay Chhajed, Director,  
Creative Comsec Systems, Indore

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

**A** Security threats have led to a sizeable increase in consumption of security products and accordingly the industry is one of the fastest growing industries in India. It's definitely a new domain for the company but past experience of Matrix in R&D and manufacturing of Telecom products surely facilitates us to create one of the finest and feature rich machine for our clients. Matrix products are equipped with world class features and that surely attracts customers and initial response is very very encouraging.

**Q** Which market are you targeting?

**A** As Matrix has entered at the right time in this market and we are trying to tab all the vertical from mid-size to large corporate, and our enthusiasm has increased after getting the positive response from all verticals since the incep-

tion of the products despite of the price war. Now customer not only looking for the cheap prices he is well educated and aware about the quality and state-of-the-art features that Matrix products are bound to offer.

**Q** What is the advantage of Matrix products vis-à-vis the competition?

**A** Quality at affordable prices is the key factor of any Matrix products and the same we have implemented in Cosec. We have introduced Cosec after la long market research, R&D, customer acceptations in Security products as well as keeping in mind future requirements that assures 100% satisfaction to our customers.

**Q** What is your marketing and channel strategy?

**A** Matrix operates their business from their channel networks and we are also following the same strategy for our business expansions in our region. In that line we are having huge expansion plans but presently in first stage we are putting more concentration on local Indore market, which is already one of the fastest growing cities in Madhya Pradesh after well positioning of product in all verticals. We will start channel expansion in other parts of region in II & III tier cities and will start focusing on Bhopal, Jabalpur, Gwalior and have plans to increase our presence in untapped geographical regions

**Q** What is your support strategy?

**A** Apart from Matrix team we are also having full-fledged service centre equipped with all latest machineries and technically trained man power. Just as Matrix has a strong after sales support for its clients we also follow the same guideline for our respected resellers. We assure our resellers and customers to save on their investments with high returns.

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

**A** Currently the biggest challenge for us is from unorganized and imported brands especially from Chinese origin. Competition on quality grounds is not always an issue for Matrix we are manufacturing the best for our clients but unorganized sectors are more interested to sell the product like a box not bothered of services, but being a well reputed brand in this segment we have to take care of services also.

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

**A** As the concern for security is vastly rising in the consumers mind, also, today's customers are demanding for security equipments before investing in any real sector property. So we are also expecting at least 35% of growth this year in domestic market.

**AS**