

**RAJIB ROY,
PROPRIETOR, BP
ENTERPRISE**

"OUR STRENGTH IS OUR TECHNICAL PROFICIENCY"

Incorporated in the year 2000, in Agartala, Tripura, BP Enterprise offers solutions in Telecommunication, Data Solutions (Wired & wireless), CCTV, Access Control, Time Attendance System etc. In a chat with SME Channels Rajib Roy, Proprietor, BP Enterprise, talks about the market.



"THIS YEAR WE PLAN TO ADD MATRIX SECURITY SOLUTIONS AND VOIP PRODUCTS IN OUR EXISTING BASKET OF PRODUCTS."

Q Brief us about your company?

BP Enterprise was incorporated in the year 2000, in Agartala, Tripura. We started with copper connection system but in order to have a stable system we got associated with Matrix in 2002. Today, we are a leading solution provider in telecommunication, (wired & wireless), CCTV, access control, time attendance system, mobile jammer, telecom and data structured cabling.

Q What is your turnover and growth percentage?

Last year our turnover was around Rs. 65 lac and we expect this to grow by 20% this year.

Q What is your strength in terms of market reach and others?

Our strength is our technical proficiency to provide solutions, proper system installation, maintain accessories quality and a technically sound team for offering prompt services which has enabled us to capture maximum percentage of market in EPABX field in our region.

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

We offer solutions in Telecommunication, Data Solutions (Wired & wireless), CCTV, Access Control, Time Attendance System, Fire Alarm Panels, Mobile Jammer, Telecom and Data Struc-

tured Cabling.

Q How do you find telecom market in India?

I started my business focusing on a reliable EPABX system in our region because as per the market survey that I had conducted at that time the customers needed a steady and advanced EPABX system. After having associated with Matrix, we could fulfill this demand and there by capture a large percentage of local market share in the EPABX segment.

Q What kind of telecom solutions you have?

We offer wired and wireless communication by EPABX and VoIP.

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

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 the potential and challenge for Matrix in the market?

Matrix is the only Indian MNC company with a wide range of telecom products that are feature-rich, reliable and cost-effective. Matrix has its own R&D, manufacturing unit and good after-sales support center that is why it is easy to convince customers for prompt after-sales support. Now, Matrix has more potential for 'Make India and Made India' slogan.

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

I think company needs to improve the market share by increasing buy back offers and customer meets.

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

This year we plan to add Matrix security solutions and VOIP products in our existing basket of products. **SME**