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SUPPORT

is going to be the USP for integrators

trend is that they enquire whether the product is from India or China.

Q. Which market are you targeting?

With more than 30 years of technology experience, we know to target only those customers who value service and experience. We are clear not to focus on the B2C consumer who is very price conscious. Housing Societies, Property Developers, Business Establishments,

Educational Institutions, Industrial Establishments are our focus. However, we bend backwards to accommodate high network individuals amongst B2C to gain entry and acquire more clients.

Q. What are the various security related products that you offer?

CCTV, Human Access and Vehicle Access Control, Security Intercoms, Video Door Phones, Gate Automation Products, Boom Barriers and Turnstile Gates are a part of the solutions we provide.

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

If there is one company in India in the Security Segment that is organised and offers quality products, which perform as per the claims along with a support that is dependable, it is only Matrix. For the Made-in-India wave that is passing through the purchasers, Matrix is the most ideal product to suggest. Hence, it is easy to clinch an order when the customer has a patriotic mindset. It is also easy to get an order if the client wants quality, immediate delivery, reliability and after sales support.

Q. What is your marketing and channel strategy?

Customer does not give you time to react so give the best as the first quote. Hence, the presence of a sales person is not much warranted. We are reducing the field selling force and increasing the service support force. All the orders that we acquire with low pricing will still need support. We have to do more volume to handle the drop in profit margins. We would increase the share of business of high value and technically demanding products such as Gate Automation to balance the loss of profit margin.

Q. What is your support strategy?

Support is going to be the USP for integrators like us and hence we need to strengthen it further and more. Leaning more on Matrix will ensure low failure rate, dependable service support, information support and hence enhance our USP. Exhibiting our technical knowledge by implementing rarely used features would add respect and credibility in the market.

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

Depletion of profits has affected us severely. We are quickly recovering from the situation and will be back to normalcy in a few months. There is a boom in CCTV market and we cannot miss it. How to handle the odds and move ahead is the current challenge.

Q. What kind of plans and expectations do you have for this segment this year?

Once the market situation improves and the Real Estate segment picks up we will be able to get back to our positions. It would happen very soon, is our hope. ■

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

The security industry, with respect to CCTV Surveillance, in India has split into 2 segments with clear distinction over the last six months. These include the B2C (an end customer who is not a business enterprise) and the small establishments of B2B as one segment and the SME, Corporate and Institutions as the other segment.

The first segment has overwhelmingly welcomed the semi skilled to upgrade their skills and provide service at a low cost. Hence one set of suppliers of security products have also spread their wings and entered the retail segment making these products available at a shop in the neighbourhood, most probably in an electrical or consumer electronics shop.

The SME and Corporate have also become price conscious and tend to keep an eye on the online pricing and yet rely on experienced system integrators service. They do not want to try semi skilled installers or unbranded products unless the price gap is too much. A very interesting