

**SARJU MEVCHA**  
PARTNER, SKY  
COMMUNICATION,  
RAJKOT

# "EXPECT TO GROW BY 25% THIS YEAR"

Dedication and timely support are the key strengths of Rajkot-based Sky Communication. In a chat with SME Channels Sarju Mevcha, Partner, Sky Communication, Rajkot talks about India market and their plans.



## **Q Brief us about your company?**

Sky Communication was established in the year 1998-99 and started as a dealer for Matrix EPABX products. In 2007, we got the opportunity for distributorship and since then we are doing well in the Saurashtra region of Gujarat.

## **Q What is your turnover and growth percentage?**

Our turnover is Rs 1.2 crore and we expect to grow by 25% this year.

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

Our key strength is our dedication and timely support as we are solely deal in Matrix EPABX systems.

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

We are looking for IP solutions as now days the number of IP users is increasing. We also deal in banking products.

## **Q How do you find telecom market in India?**

Indian telecom industry experienced a high pace of market liberalization and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets.

## **Q What kind of telecom solutions you have?**

Presently we are having IP solutions and have undertaken many projects for IP solutions.

## **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.

**"THIS YEAR WE PLAN TO ADD FEW NEW DIGITAL KEY PHONES TO OUR PRODUCT PORTFOLIO."**

## **Q What is the potential and challenge for Matrix in the market?**

As far as IP products are concerned Matrix has a good potentiality.

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

Company needs to improve the market share by increasing reach in tier 2 and 3 cities.

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

This year we plan to add few new digital key phones to our product portfolio. **SME**