

“Indian market is price-sensitive & we observe a demand for low-end solutions”

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

Security industry is growing rapidly in India. Organizations are looking forward to enhancing security through surveillance solutions, bearing in mind organizational and employee safety. Solutionwise, the market is moving from analog to IP solutions with Web based applications and Centralized Monitoring System. Quality solutions with maximum use of IP Technology are in demand as compared to regular lower –end solutions.

Q. Which market are you targeting?

Since its inception in 2001, ShriCom has and is focusing on providing infrastructure solutions to Manufacturing Industries, Educational Institutes, Hotel Industry, and Corporate offices. Satara being a small City with historic significance and in close vicinity to tourist spots like Mahabaleshwar, Panchgani and Wai, ShriCom Office Automation Pvt. Ltd. has provided Matrix PBX, Time Attendance and Surveillance solutions to more than 60% Hotels in and around the area.

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

Being a Matrix Partner for Western Maharashtra & Konkan region, we offer Matrix SATATYA IP Surveillance solutions, Matrix COSEC web-based Biometric Time-Attendance and Access Control solutions to our customers and consultants. Apart from Matrix solutions, we also provide security solutions of other brands to our customers and consultants.

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

Matrix is a brand that stands for ‘SUBSTANCE’ in terms of technology, depth, genuineness and going beyond the

mere outer façade & offering more values in all areas. This is what differentiates Matrix from its competitors. It strives to offer MORE in everything it does – technology, applications, functions, features, performance, flexibility, reliability and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions. The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D centre to offer quick turnaround for clients.

Q. What is your marketing and channel strategy?

We do regular product expos for our existing clients and also invite system integrators & consultants to showcase the range of Matrix products and solutions. It helps us bond with our customers while they experience the high-end, well-engineered products offered by Matrix in Satara. We also sponsor events with Zee TV for certain activities in and around Satara which helps us reach to the masses in Western Maharashtra and Konkan. We participate in major exhibitions of IILD, IIA & BAI in Satara every year, which has played a significant role in establishing our business and legacy of over 15 years in elite Business establishment houses, Industries, Builders, Integrated Consultants and Architects

Q. What is your support strategy?

Our Support Team of 20 Engineers is our key strength. Client support and efficient service is critical to success in our industry. We believe in resolving client queries and problems on a priority basis. We have a strong back end support team of 20 engineers with customer help desk to take



Mr. Krantikishore Palsande, Director, ShriCom Office Automation Pvt. Ltd. - Satara

care of our esteemed clients. Our team has a proven track record of providing a fine balance between hand holding and problem solving to ensure that our clients gain value from our solutions.

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

Indian market is price-sensitive and we observe a demand for low-end solutions. CCTV market is not an organized market and particularly in Satara, customers tend to make a purchase without comparing features as much as they should which makes it challenging for us to convince them to go for quality and new technologies. However, we feel pride in saying that ShriCom has changed the trend in Satara by making customers aware of substance in Matrix Products, explaining features and most importantly after sales spares and service support. Now slowly the trend is changing and getting inclined towards products manufactured in India and Matrix is a well-known Indian company, with their presence in PAN India and on a global scale.

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

We are aiming at enhancing end customer experience and improving product awareness. Our main focus will be on growing the IP Surveillance business by almost 50% this year and so far we have been successful in maintaining our growth rate. We expect Matrix to launch more variants in IP cameras. **ISR**