

**ASSHWIN BHOSLAY**  
**PROPRIETOR, SPARKLE ENTERPRISES,**  
**NAVI MUMBAI**

# "OUR KEY STRENGTH IS OUR TECHNICAL SOUND SUPPORT TEAM"

Navi Mubai-based Sparkle Enterprises started its operations in 1998. In a chat with SME Channels Asshwin Bhoslay, Proprietor of the company talks about the telecom market and its association with Matrix.



**"THIS YEAR WE PLAN TO ADD NAVAN CNX200 OFFICE-IN-A-BOX SOLUTION TO OUR EXISTING BASKET OF TELECOM PRODUCTS."**

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

Sparkle Enterprises was established in the year 1998. In 2005, we started distribution in telecom. In 2007 we got associated with Matrix. Today, we are committed to providing practical, cost effective wired and wireless solutions to our customers. We are also recognized as a reliable, dedicated telecommunication and security products company, offering value added services to our customers.

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

Our turn over is about Rs. 1.25 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 technical sound support team focused on customer satisfaction by offering prompt services which has empowered us to have a good market reach in our region.

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

We deal in Matrix EPABX and other brands.

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

The telecom market in India is growing day by day vastly with many solution based requirement. It has tremendous scope for upgradation of existing products in terms of IP solutions.

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

We offer wired to wireless connectivity as well as multi-locations connectivity through IP-PBX.

## **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?**

Firstly, Matrix is the only indigenous company with wide array of telecom products that are packed with rich features and standout in quality when compared to MNC companies. Secondly, Matrix has its own R&D and manufacturing unit in India so it's easy to convince the customer for better support.

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

Company needs to improve the market share by increasing buy back offers and special discounts at festive occasions.

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

This year we plan to add NAVAN CNX200 office-in-a-box solution to our existing basket of telecom products. 