



“The Indian security and surveillance market is growing at a rapid pace”

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

Security is one of the most important issues in any setting; home, school, hospital, malls, social gatherings, etc. But it is also one of the most overlooked issues at times. Maslow, a world famous psychologist known for his hierarchy of needs, brought to paper the thought which people generally fail to realize. ‘The second most important need after food & shelter is the need for protection & security. That comes even before the need for love, social esteem and self-growth. Believe it or not; ask yourself and you’ll know it’s true.’

It is observed that surveillance has become a serious concern for small and medium enterprises, shops as well as residential complexes apart from the large companies.

The growth of shopping malls, open plan offices, bank branches as well as other retail segments has increased the need for surveillance not only for larger issues of security like terrorist attacks but for petty shop thefts and irregularities of clients and staff.

Q. Which market are you targeting?

Basically we are targeting the B2B market (All SME, Top Corporate & Govt Sector).

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

We offer CCTV camera, fire detection system & bio-metric system.

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

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 your marketing and channel strategy?

We are more focused on direct marketing for the entire range of telecom & security solutions product of Matrix which is being lead by me along with few young sales staffs. We are planning to have an indirect channel sales force from April '15 for which the identification of various potential reseller & discussion/finalization are on the verge of closure.

Q. What is your support strategy?

We have dedicated manpower for both telecom & security for new installation as well as service. The team is fully equipped to cater both on-site & off-site support to our clients as well as to the channels.

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

The Indian security and surveillance market is growing at a rapid pace and comprises of about 30% of the entire security industry. The industry across the globe is largely dominated by analog-based installations, commonly known as CCTVs (closed-circuit television). In India, government and private companies also prefer to install analogue CCTV solutions. However, there is a steady shift happening from analog based surveillance to IP based surveillance which will certainly require System Integrators (SIs) with skill-set ranging from core networking to software systems.

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

We are planning to strengthen our indirect channel team for this segment & also intent to use our own telecom network clients for up sale & cross sale. Also we are planning to have our reseller at major cities of Odisha, Cuttack, Balasore, Bhadrak, Paradip, Dhekmal, etc. ■