

**VINAY SHARMA,  
OWNER, GEMINI  
INFOTEL, MANALI,  
HIMACHAL PRADESH**

# "THERE ARE GOOD BUSINESS OPPORTUNITIES IN THIS VERTICAL"

For Himachal Pradesh-based Gemini Infotel its strength lies in providing effective solutions backed with timely support to our trusted customers. In a chat with SME Channels Vinay Sharma, Owner, Gemini Infotel, Manali Himachal Pradesh, talks about the opportunity in the market.



**"AS A PARTNER I WOULD LIKE TO ADD MATRIX COMSEC RANGE OF PRODUCTS TO OUR EXISTING PORTFOLIO."**

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

Gemini Infotel was incorporated in 2006, at Manali, Himachal Pradesh. We are the leading wholesaler and supplier of electrical equipments, Sudarshan solar, boiler and security products like solar water heating systems, hot water generator, Matrix digital EPABX system, Samsung LED Television, and Syska LED Lights, etc.

Our skilled and well experienced team works in compliance with given client's specifications to deliver the best customized product range. We further ensure that products are sourced from reputed global manufacturers and conform to the prevailing international standards.

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

Our turnover in the last financial year was Rs. 75 lacs and we grew by 15%.

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

Our strength lies in providing effective solutions backed with timely support to our trusted customers. Moreover, our dedication and loyalty has also helped us in expansion as we have been

promoting Matrix brand right from our initiation. This has helped us both in terms of growth and brand value.

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

We are dealing in telecom and security products both from Matrix and other brands and we register good growth in both the verticals.

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

I have been in this business since 2006, and I personally feel that there are good business opportunities in this vertical.

## **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?

Matrix security products and inventions are very promising and have immense potential for growth. And in the coming years, Matrix will be known as one of the leading brands across the globe.

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

I think Matrix needs to emphasis on brand promotion and must meet customer requirements.

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

As a partner I would like to add Matrix Comsec range of products to our existing portfolio. **SME**