

# The **security solution** market in India has currently shown a drastic improvement.



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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?**

The Electronic Security solutions sector in India is growing at a fast pace. Indian government policies are encouraging for growth in business units and attract direct foreign investments in the Indian market. Moreover, development in infrastructure will enable a sustainable growth in the Indian market of Security solutions. Theft and social security remained a question in the past where manpower was the only source for ensuring security. Now, innovative technology has improved security solutions in India. Maruthi Power focuses on creating awareness among people regarding the importance and utility of Security solutions at an affordable cost.

**Q. Which market are you targeting?**

We target the Indian market in electronic security solutions for Manufacturing Industries, Institutions, Banks, Health Care, Corporate, Real Estate and Residents.

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

We offer end-to-end solution in electronic security such as CCTV cameras (Analog, IP & HD), Video Door Phone, Access Control and Attendance System, Public Announcement and Fire/Burglar Alarm System.

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

Matrix is a 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?**

Customer satisfaction is our motto. We closely listen to customers and understand our customer requirements, suggest the suitable and genuine product and provide proper guidance. We do not just sell products. We study the customer requirements and provide the right solution. As we strongly believe in world level strategy that 92% of business happens through referrals, our existing customers will bring us new customers. We work towards satisfying the customer and in turn satisfied customers generate more referrals.

**Q. What is your support strategy?**

We created a benchmark in after-sales service. Our team comprises of 52 employees with over 25 well trained and professionally experienced service engineers. We have a separate team for both pre and post sales. Our pre-sales team plan for customer requirements accordingly and make the site ready. Our post-sales team provides 24 x 7 support for critical areas.

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

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Instead of considering the right solution, customers are making a choice for low budget. Maruthi Power focuses on creating awareness amongst people the importance of opting for the right solution and can avail a quality product at an affordable cost.

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

We take pride that we earned the trust of over 40,000 happy and satisfied customers.

**Our Plans:**

1. Maruthi Power will focus on the importance of security solutions for customers and satisfying the customers by supporting through after-sales service.
2. Maruthi Power will aim to earn more customer volume in SME (small and medium-sized enterprises) sector.
3. Maruthi Power and Matrix's combined efforts will play a major role in Indian SMEs.
4. Maruthi Power will plan to achieve a good market share in Access and Time-Attendance systems.

**Our Expectations:**

We can see the awareness amongst people about security solutions and growing instances of positive future for security solutions in the market. As of now, with good support from customers, Maruthi Power scores a 35 crore turnover annually. Maruthi Power aims to attain the level of an unclaimed leader in the field of Indian Security Solution Industry in 2020. ■