

Maximum benefits with Micro Technologies

Micro Technologies (India) Ltd. is an IT based company, a leading developer, manufacturer and marketer of security devices for clients across the globe. Micro Technologies has a history of leading-edge security solutions products. This tradition continues thanks to Mr. Ganapathy V, CFO, Microtechnologies and his team's singular focus on innovation, advanced technology and making the life of their clients safe, secure and manageable.



Ganapathy V

The company has been showing phenomenal growth; to what do you credit this growth?

There are four reasons why we have grown so quickly. The first is because Micro Technologies slashed its prices by announcing price cuts up to 30 percent across its varied range of security products. The new attractive price range will offer better densities to maximise sales and spread its presence nationally and globally. The next reason is that we continuously develop new products. We come up with user friendly products for day to day use. Another reason for our growth is the complete security and messaging solutions we offer. And finally, we have grown thanks to geographic expansion. There have been tie-ups in international markets like South Africa, Nigeria, Ghana, Australia, Japan, etc.

How would you place yourselves in the market today?

The present global consolidated market has created a need, which is fulfilled by some of the focused security companies like Micro Technologies. The Indian security market in 2006-07 was pegged at Rs.210cr. (US\$ 46.8 million) and by the end of 2010 it is forecasted to surge to Rs.1958 Cr. (US\$464 million) on the basis of increasing demand from business sector.

Technology and R & D has been your strength, how has that helped you become market leaders?

Micro Technologies believes in innovation and R&D. This approach has resulted in Micro Technologies developing 200+ products. Micro Technologies

works upon emerging technologies such as Wireless Technology, which offers Global Positioning System for General Packet Radio Service (GPRS) amongst other things.

What is the present contribution of the international market?

Micro Technologies has signed a deal worth USD 5 million for its mobile controller product, Micro MCS (Mobile Controller System) from FN Systems, Japan. It is a first-of-its-kind exclusive deal where an Indian Company is providing its innovative and unique solution for mobile security, data management technology to Japan. Micro Technologies has sustained 40% of the turnover through exports. Micro Technologies also expands its existing business in South Africa with a deal size of 6 Million USD annually with TWI International PTY. Ltd, South Africa.

What is the objective of two subsidiaries like MRL & MSSL?

Micro Technologies has formed subsidiaries for its main products so as to create an impact and concentrate on the product based and market focused segment to fulfill demands in the security sector and has created subsidiaries like Micro Secure Solutions Ltd and Micro Retail Ltd.

6) What is the future strategy for growth in both subsidiaries?

Micro Retail will create a distribution and service network to give better service to the customer. And Micro Secure Solutions will focus on the security aspect of the solutions/products of premises security, etc.

We have user friendly products for daily use
