

Matrix Conferred EFY Readers' Choice Award for Best PBX-KTS Company, for the fifth time.



Matrix team receiving the award.

Matrix Telecom was declared winner of the Electronics For You (EFY) Readers' Choice Award for 2009 in the category of PBX and Key Phone Systems. The other nominees for the award were Siemens, Panasonic, BPL and Accord.

Electronics For You, Asia's leading magazine for the electronic industry, has instituted the EFY Awards to recognize and felicitate the outstanding contributions of corporates and individuals who have acted as catalysts in the growth of the Indian electronic Industry.

Winning the EFY Readers' Choice Awards for the fifth time is not only a great source of honor and pride but also an inspiration to set the bar higher for the Matrix team. Ganesh Jivani, Managing Director Matrix Telecom, corroborates, "Matrix has consistently delivered premium quality products to its customers.

This award is a validation of the quality and reliability of our products and our support services, the efforts of all our channel partners, who represent Matrix across various countries, marketing and selling our products. We congratulate them and the entire Matrix team for this achievement. We thank our customers for their faith in us.”

The EFY Readers’ Choice Awards across 26 product categories were selected on the basis of the rankings given by the readers of the ‘Electronics for You”, Asia’s leading magazine for the electronic Industry. The nominees and winners were selected on the basis of the rankings given by the readers of the ‘Electronics For You’ magazine, who represent various segments, mainly from the electronic industry, professionals and even associations from different parts of the country. On the basis of the rankings, the top five nominations were selected and the most popular brand voted was declared the winner.