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RADIANT Eyeing on Upcountry Market

NISHANT GUPTA, RADIANT INFO SOLUTIONS

Prateek: Could you take us through the Journey of Radiant Info Solutions?

Nishant Gupta: Radiant was incorporated back in 2007 with a vision to serve the IT Industry in the service sector. Shortly, within a year we explored more and realised that the distribution sector can be a promising vertical for Radiant and then our journey of distribution of networking products started. Initially, our operations were limited to the North Region of India, but gradually we have expanded the business to PAN India.

At Radiant nothing has happened overnight; our channel business has evolved over the years and the hunger to improve the business with our partners and vendors has led us to try different business models to stay relevant in the market. Over a decade, we have observed that there is no fixed formula, which is a right for the partners and vendors. Both ways the channel will keep on adapting the changes and thereby get the market share and today we can proudly say that Radiant is one of the leading channel partners in networking solutions and offers unified network solutions that integrate capabilities in Structured Cabling, Switching, Wireless, AV, Storage, Telecom and Surveillance.

At this point, Radiant is having a turnover of around 20 crores wherein 70% of it is distribution and 30% is the corporate service sector.

Prateek: How did the pandemic affect the business and what policies did the company adopt to overcome the situation?

Nishant Gupta: The Year 20-21 has been challenging for us with lockdown forcing people to work from home. This transforms many aspects of our organizational processes, and it took us time to adapt to the new normal. Also, the pandemic impacted us badly, the reason being we were focused on the products which were being used in the IT infrastructure. Since organizations shifted to Work from Home in the pandemic, and infrastructure work had gone on hold, so inventory got stuck and affected our sales.

During this time, we have focused more on the audio-visual segment, WFH segment wherein we have introduced AV equipment, smart home devices, collaboration devices and this is how we overcame the sale factor during the pandemic.

Also, keeping track of the market direction, marking strong credit decisions, and ensuring due diligence in planning are a few of the ways we have somehow managed to overcome the situation...