



Zicom acquires stake in Qatar based Phoenix International WLL

Mumbai, June 14, 2012: Zicom Electronic Security Systems Limited (Zicom) together with its Singapore based wholly owned subsidiary viz. Unisafe Fire Protection Specialists Singapore Pte. Ltd. (Unisafe Singapore) (collectively referred as Zicom Group) has acquired 49% stake and complete management control in Phoenix International WLL (Phoenix International), Qatar, a Limited Liability Company, at a valuation of USD 15 million. As a part of the Share Sale Agreement, Zicom has acquired 5% stake while Unisafe Singapore has acquired 44% stake in Phoenix International.

Phoenix International, established in 2006, is one of the leading fire security solutions providers in Qatar. Phoenix International offers turn keys solutions in fire protection and suppression projects and it has license to operate in petrochemical sector. Phoenix International has exclusive tie-up to market safety and security equipments of leading international suppliers.

The portfolio of services offered by Phoenix International covers Design, Engineering, integrating, testing and commissioning of Fire Safety, Security and Building Management Systems, with main focus on Fire Prevention and Protection. Phoenix International has handled many prestigious projects in Qatar. Today, Phoenix International caters to large spectrum of clientele from government to corporate, refineries, shopping malls, multi storey building, hotels and resorts, etc.

Phoenix International is supported by a team of 210 well trained and experienced Engineers, Technicians and other employees competent to carry out installation and maintenance of fire fighting equipments of the international standards. During the period ended on 31st March, 2012, Phoenix International has achieved turnover of INR 80 crores.

Qatar is a part of Gulf Co-operation Council (GCC) Countries and has the world's highest per capita GDP. The Economy of Qatar is one of the fastest growing economies in the world. Large projects in residential and commercial buildings and infrastructure are coming up in Qatar and the construction market is estimated at USD 130 billion for next 10 years which is expected to give big boost to safety and security industry. Qatar is going to host FIFA World Cup in 2022.

Commenting on the acquisition, Mr. Manohar Bidaye, Chairman, Zicom Electronic Security Systems Limited said, *“With acquisition of Phoenix International in Qatar, Zicom has expanded its footprints in GCC Countries and has become a major player in providing Fire Prevention and Protection products and services in Middle East region. This acquisition is in line with our strategy to offer our services in Middle East and North Africa (MENA) Region. Based on past performance and strong order book position, Phoenix International is expected to contribute substantially to Zicom Group’s business.*

According to Mr. Vinu Kuruvilla, Managing Director Phoenix International, *“We are pleased to partner with Zicom Group and will work closely to leverage each other’s core competency and provide a complete gamut of security and safety solutions to our customers in Qatar.”*

ABOUT ZICOM GROUP:

Zicom Electronic Security Systems Ltd. is the leading electronic security brand in India. The Company offers a wide range of products and customized solutions including services in Intrusion and Burglar Alarm Systems, Access Control Systems, Fire Detection Systems, CCTV Surveillance Systems, Central Monitoring Station and Video Monitoring Station, etc., with focus on retail and SME sectors.

Zicom SaaS Pvt. Ltd., wholly owned subsidiary, offers security services to protect retail shops, bank branches, ATMs, residences, apartments and remotely located assets using state-of-the-art electronic security equipments and Command and Control Station located in Mumbai.

Unisafe Fire Protection Specialists LLC, Dubai, is a subsidiary of Zicom in U.A.E and has strong presence in Dubai and Abu Dhabi in the business of fire detection and protection in infrastructure projects. Unisafe Dubai offers wide spectrum of products and services in fire detection and protection, ranging from designing, supplying, installing and maintaining integrated fire protection system capabilities. Unisafe is associated with many iconic projects in U.A.E. in government and private sectors.

Institute of Advanced Security Training and Management Pvt. Ltd. (ASTM), an initiative of Zicom, is first of its kind security training academy in India. ASTM aims at fostering secure environment in India by imparting world class quality training and education in security, safety and loss prevention and is working closely with National Skill Development Corporation.

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