

Zicom once again 'Bigg Boss' ke Saath - 7

Zicom continues to ride the crest of popularity by participating in 'Bigg Boss' house once again in the seventh edition of the humongous popular show,

Those who remember last year's Bigg Boss show will also remember the omnipresence of Zicom in the Bigg Boss House. Zicom is back there in the show, once again.

Zicom's renewed tie-up with Bigg Boss Season 7 has once again underlined the popularity of the Brand Zicom among the viewers. Last year, during and after the show the company recorded a phenomenal success rate of 25 per cent increase in direct sales and 43 per cent increase in CCTV sales. It also underlines once again that Zicom continues to be a pioneer of electronic security in India further benchmarking the security industry.

Zicom's Marketing Head Cynthia Gokhale says, "The idea behind the renewed marketing tie-up with this extremely popular show is to make people aware of the importance of CCTV systems in their daily lives and the round-the-clock security that does not skip a single detail of the show scenario, even when you may not be watching.

"This partnership with Bigg Boss only shows how sharp is Zicom's acumen in the field of advanced security systems –be it for surveillance or innovative strategies. Ahead of this we'll continue to find more innovative ways to reach our prospective customers and continue to reiterate our faith for a greater need of security in our country."

Zicom has a history of many firsts including being the first electronic security systems company to get listed on the Indian bourses nearly two decades ago, first to introduce wireless security systems in India, and first to launch Zicom SaaS Pvt Ltd where Security is offered to retail chains, banking and Financial Institutions, housing societies, academic and social institutions on service basis.

The Bigg Boss show is another feather in Zicom's cap.