



Zicom bags the “Brand Excellence Award” at the 10th Infotech Forum

Mumbai, May , 2012:

Zicom’s significant achievements in furthering its corporate culture image as a leading security solutions provider, together with its success over the past couple of years in driving long term development of products and services won them the “Brand Excellence” Award at the recently held Infotech Forum Awards in the capital. The award is recognition from the customers that Zicom understands the specific needs of their particular industry and can offer specialized safety expertise and a product range that suits their requirements.



Commenting on the occasion, Mr. Anand Swaminathan, CEO Zicom Electronic Security Systems said: *“We are pleased to receive this recognition and are proud to provide our customers with the excellent products. The award is also a testament to our product’s strength, consistency, adaptability and reliability. In accepting this award, we renew our commitment to the highest standards of quality in delivering our products and services to our existing and prospective clients.”*

The award was received from Mr Deepak Sahu, publisher VarIndia, to thunderous applause from the attendees at the event consisting of Industry leaders, Senior Officials from the Government and PSUs and from the State and Central Government. Year after year the awards serve as a unique way to delve into the minds of the business owners to determine how they view the companies that play a key role in their success on a regular basis. The prestigious award was announced at the 10th Infotech Forum held at the Leela Palace in New Delhi.

VarIndia Survey:

VarIndia, India's frontline IT publication also conducted a Survey which revealed that **Zicom is top of the mind recall brand and the best brand in the Surveillance Segment**. The Survey was conducted in the following segment:

Vendors-----	8%
Distributors-----	9%
System Integrators/Network Integrators-----	11%
ASPs/ISPs/ISVs-----	5%
Value Added ReSellers-----	31%
Assemblers/System Builders-----	14%
Corporate Resellers-----	5%
Resellers/Retailers-----	16%
Others-----	1%

VARIndia - IT Forum Award Results-2012

Question : Best Surveillance Brand

Answer:HoneyWell	36%
Answer:Sparsh	12%
Answer:Zicom	39%
Answer:GE	14%

