



## PRESS RELEASE

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### **USafe A Web App Powered By Zicom - Emergency Contact Details At Your Fingertips**

Today, hardly a day goes by with no major criminal incident. With the rising instances of crime across our country, safety has become even more pertinent. Keeping in mind the security of citizens, Make Your City Safe - A Zicom SaaS initiative - has launched the mobile portal 'USafe' which equips people with all the emergency numbers needed in a grave situation. Perfectly handy and convenient to use, it can be used by anyone in any situation that requires emergency assistance.

The mobile portal can be accessed on <http://zicom.com/usafe> from any handheld device with data capability. Currently USafe is equipped with the contact details of all the major police stations, fire stations and 24-hr hospitals in Mumbai. Similar details for Thane, Navi Mumbai and Pune will be rolled out soon. Going forward, USafe will add contact details of more establishments with the help of crowd sourcing. During emergencies, people always find it difficult to contact the concerned authorities; USafe solves this problem thanks to its easy navigation and the depth of the database.

USafe has been launched under Make Your City Safe which is an initiative spearheaded by Zicom SaaS. Make Your City Safe is a social initiative that aims to build safer societies for people by making them aware about the importance of safety and security. Make Your City Safe has carried out several activities in the past to help people with their security, such as installing CCTVs at vulnerable locations and organizing self-defense workshops at schools. The initiative is gaining support from all the segments of the society and aims to become a movement synonymous with citizen safety.

### **About Zicom**

Incorporated in 1994, Zicom is a pioneer and leader in the field of Electronic Security in India. The only listed Electronic Security Systems Company listed on the stock exchange With over 691 crores in annual sales, operations in over 5 countries, 400 cities in India and over 1 million customer's, Zicom is today synonymous with Electronic Security in India.

In less than two decades Zicom has established itself as a leader in the security domain, introducing distinct innovations that the rest of the industry has followed. Zicom has been the first Indian Electronic Security Systems company to: Be listed on the Indian Bourses in 1995, Introduce 24 x 7 Zicom Command Centre (ZCC) in 1995, Introduce wireless security equipments in the home and retail segment, Introduce Security Services called SaaS (Security as a Service).