



## PRESS RELEASE

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### **Yet another CSR initiative by Zicom Electronic Security Systems Ltd.**

Zicom Electronic security systems Ltd. – a pioneer in electronic security as a part of Corporate Social Responsibility, will conduct a training workshop in SVN English School a BMC School in Kandivali (West). The activity will be conducted under one of its initiative - ‘Make Your city safe’.

The workshop will be a self-defence workshop. The event will be conducted by a Professional Expert trainer who will groom the kids of Primary section of the school (1<sup>st</sup> – 5<sup>th</sup> standard) on self-protection measures in a situation of sudden attacks/emergency.

**The workshop will be based on TAEKWONDO – a Korean Marshal art.** Basic elements covered will be different types of kicks, punches other self defence techniques such as blocking oneself from a close attack and attacking the opponent in return through a cross-kick or simple defence methods like slapping or attacking on the areas which will weaken the opponent etc.

This self-defence workshop will also take into consideration - basic joint exercises that will prevent joint injuries while practicing the techniques.

The workshop is scheduled to happen in the school premises on Tuesday, 24<sup>th</sup> November, 2013 from 12.30 pm to 1.30 pm.

Zicom has done similar events in the past too. It has conducted Self Defence workshop for Kids in a Municipal School in Dharavi, Govandi & Malad and At Press Enclave – a press colony in Sion, Malad. By undertaking such CSR initiatives, Zicom’s – Make Your City Safe concept aims at combating crime in the society and spreading security among the mass.

### **About ‘Make Your city Safe (MYCS)’ initiative:**

Since its launch on 26th January, 2012 in Mumbai under “Make Mumbai Safe”, MYCS has captured the imagination of several cities. Right now, MYCS has earned Zicom the responsibility of providing safety and security to over one million satisfied residents across the country. With the proliferation of cities, their growth, and many turning into mega cities in the next one decade, Zicom sees a larger role for itself as a major security services provider to them. MYCS is that one step forward towards fulfilling that responsibility.

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## **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).