



PRESS RELEASE

Zicom Launches a unique ATM Security Solution that will pay for itself.

January 21, 2014, Mumbai: Increasing manpower security measures in the ATM could end up costing banks and their customers INR 40,000 per month per ATM which is currently roughly INR 15,000. Increased staffing, better technology and getting armed security guards for all 1.65 lakh, ATMs in the country may prove difficult. With this, Bankers expect the cost per transaction at ATMs to go up by around Rs 10 from Rs 4-5 now.

"Additional security arrangements are going to increase the cost of operations of banks. This will be passed on to the customers," said the Managing Director and Chief Executive Officer of a private sector bank who did not wish to be named. The head of another private sector bank, however, wasn't sure customers would be willing to pay the price.

[Zicom](#), India's leading Electronic Security Solutions provider has launched a new solution which pays for itself. To most, it may appear to be another sales promotion, but it's true.

In line with its India for India theme, Zicom SaaS Pvt Ltd, the subsidiary company of Zicom Electronic Security Systems Ltd., has designed a unique solution, which offers Energy Management coupled with e-surveillance backed by 24x7 Remote Monitoring and Quick Response Management (QRM) Services.

These services are designed to save the Energy consumption of each ATM Centre, thereby saving cost and investing the same in the entire gambit of security, e-surveillance and remote monitoring & QRM services.

Whats more is that the entire solution can be availed on a Service basis with no CAPEX Investment or AMC Charges. The service charges per month per ATM will be lower than the cost of two manpower security deployed per ATM.

The icing on the cake is that this Innovative IT-enabled solution meets the guidelines set by **RBI and IBA** as it is holistic end-to-end solution for safeguarding the ATM and is totally GREEN, as it saves Energy costs as well.

With this solution, neither the Bank nor the Customer pays for the ATM security, it pays for itself!!!

About Zicom

Incorporated in 1994, Zicom <http://www.zicom.com> is a pioneer and leader in the field of Electronic Security in India. 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.



Feel Safe

Zicom has been the first Indian Electronic Security Systems company to:

- Be listed on the Indian Bourses in 1995.
- Pioneered the category of Electronic Security In India.
- Introduce 24 x 7 Zicom Command Centre (ZCC) in 1995.
- Introduce wireless security equipments in the home and retail segment.
- Introduce Security Services called e-SaaS (Electronic Security as a Service).

Our array of products and services which are state-of-the-art, reliable, high-quality products and solutions such as CCTV Surveillance System, Access Control System, Fire Alarm System, Multi-Apartment Video Door Phones, Video Door Phone, Intruder Alarm Systems, Fingerprint Locks and Remote Managed Services (RAM) using the power of Cloud.

Our clientele is a proof of our unparalleled operation excellence. From quality products to professional after sales services, Zicom has driven the markets with customer centric focus.

Zicom's Aim: To be a world class, Indian MNC, one-stop-shop for high quality security products and services

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