

## ZICOM-KRYSTAL PARTNERSHIP: A UNIQUE FLOW OF SYNERGIES

ZICOM, India's leading IT enabled electronic "Security as a Service" provider and an emerging MNC has entered into a strategic alliance with the Mumbai-based Krystal Integrated Services Private Limited — one of the largest Facility Management Services organisation in India and the only one providing a range of services integrated to offer a single window Facility Management Solutions.

Krystal's core competency lies in providing integrated building management solutions, security and surveillance through manpower, house-keeping through deploying men, machine and material, façade cleaning, landscape – designing, execution and maintenance , Corporate Catering , MEP maintenance services (mechanical, electrical and plumbing), City Maintenance, Automated laundries, Water Management, Interior Designing and Execution, Administration Support Services, BPO Services etc by trained and efficient manpower. Whereas Zicom draws its strength from its highly integrated and technology-backed state-of-the-art electronic security solutions, services with remote response management.

Mrs. Neeta Lad, Chairperson-cum-Managing Director, Krystal Group of Companies, states, " This partnership between a technology led organization like Zicom and Krystal, the market leaders in Facility Management, will foster synergies and offer intrinsic value to all our esteemed customers to reduce cost, increase efficiency and offer holistic end to end security solutions, at the same time."

"Through this partnership," says Pramoud Rao, MD&CEO of Zicom, "We will complement each other with our unique value proposition of solutions and services offering synergies to our valuable customers to secure, maintain and manage their valuable assets through the offering of a range of customized solutions backed up by man and machine -- a combination of world class technology, quality-driven process and efficient infrastructure management services."

### **ABOUT KRYSTAL:**

Krystal is a family-owned business group. Founded in 2001 in Mumbai, it started as a manpower security agency but gradually transformed itself into an integrated facility management services entity. The group has two companies: **Krystal Aviation Services Pvt Ltd**, which has an expertise in airport ground handling and is currently assigned with Mumbai, Chennai, Hyderabad and Pune domestic airports. The second company, **Krystal Gourmet Services Pvt Ltd** is into corporate catering.

The Krystal Group is a consistently profit making entity and has a pan India presence with offices in Delhi, Kolkata, Chennai, Bangalore, Ahmedabad, Hyderabad, Indore, Pune, Nashik and Patiala in Punjab. It has over 12, 000 trained operations personnel. It does not outsource its

services from a third party for any of its products and services portfolio. It hires, trains and retain the best talents in the industry. The company manages 670 units of a versatile corporate portfolio comprising over 270 well reputed customers such as ITC Group, , Tata Motors, , Aircel, Sahara, HDFC Bank, Federal Mogul, Adlabs Imagica, Big Bazar, Dominos Pizza, Southern Railway, , Titan, The Oberoi, Mahindra, HSBC, Reliance Media Works, IL&FS, , Chhatrapati Shivaji International Airport, Four Seasons Hotel, The Phoenix Mills Limited, Amway, Gitanjali, Croma, Mumbai Cricket Association, Hinduja and Lilavati Hospitals.

#### **ABOUT ZICOM:**

Zicom is the first Indian electronic security systems company to:

- Be listed on the Indian bourses.
- Introduce Zicom Command Centre (ZCC) in 1995.
- Introduce wireless security equipments in the home and retail segments.
- Introduce security services called e-**SaaS** (Security As A Service).
- To launch **SaaS Enterprise Services** –a holistic approach towards Security resource Planning (SRP) offering Safety and Security, Business Intelligence, Loss Prevention, Comfort and Convenience.
- For the safety and security of the Indian retailers and warehousing, Zicom has now also launched **MAaaS** (Managed Alerts As A Service) for large format retail stores and warehouses.

Zicom product range include: 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, and many new products are in the offing along with the latest Push Technology.

#### **PRODUCTS, SERVICES AND NEW INITIATIVES**

Zicom has been increasing accessibility of its products by displaying them on various e-commerce sites and large format retail stores. It launched the MMS (Make Mumbai Safe) under its flagship campaign **Make Your City Safe (MYCS)** as a part of its security awareness and CSR drive. Zicom underwent organizational restructuring by creating individual SBUs.

A couple of years ago, Zicom also launched first its kind in India the student and vocational education programs in physical security, electronic security and fire safety through its Institute of **Advanced Security Training and Management (ASTM)** which is now finding its roots deep into a large number of urban and semi-urban centres across the country.