

Press Release

Zicom 2.0 Takes Industry By Storm!!

When you sell off two of the most profitable units of your company at the peak of your growth curve, well, what do you do next? You simply reinvent yourself and start a new curve. A very warm welcome to the fascinating world of **Zicom 2.0**.

The business decision of **Zicom** In 2010 to sell two units – Building Solutions Group and Special Projects Group, which were mainly focused on government and institutional sales – to Schneider Electric India, the Indian arm of French energy company Schneider Electric, encouraged Zicom to reinvent itself in the services sector as an IT enabled electronic security provider.

Zicom Electronic Security Systems Limited, the BSE and NSE listed Rs 6.9 billion security major has come a long way since its inception. The new-age Zicom 2.0 has successfully transitioned from a security company to an IT driven company using the power of IT enabled services effectively since 2010.

Leveraging on its strong brand, infrastructure and distribution platform, **Zicom India** has grown rapidly in a short span of time and has emerged as the **leading Indian brand in security products and services**. Through its wholly owned subsidiary, **Zicom SaaS Private Ltd**, as the pioneering provider of the new age mantra for security in India, introduced the unique concept of **Electronic Security as a Service (E-SaaS)** to enterprises and housing societies to provide cloud based remote monitoring systems and business intelligent support. It offers remotely managed security services on a Recurring Monthly Revenue (RMR) model. E-SaaS remotely monitors retail shops, retail chains, bank branches, ATMs, residences/societies etc. using electronic security equipments and offers security services through state-of-the-art Zicom Command Centre (ZCC).

Mr Pramoud Rao, Managing Director, Zicom India says, *“It is through our track record of pioneering various security concepts, organic and inorganic initiatives, that we have been able to strongly position ourselves as the new-age IT enabled Electronic Security Services provider. We look forward to being a highly credible global player in electronic security services.”*

Zicom Electronic Systems Ltd, the flagship company of Zicom Group is one of India's largest security solutions and service provider. Its operations include sourcing and distribution of branded products with a pan India network. Zicom Electronic Systems is all set and geared up to launch its new age prestigious products and services like **Hybrid Mini DVR, Alarm Panel and Zuno soon.**

Advanced Security Training and Management, another arm of Zicom Group is a Public Private Partnership between National Skill Development Corporation and Zicom India that aims to promote skill development. The institute offers certified, high quality training programs to security professionals and students incorporating state-of-the-art technology and best practices in security management.

With a strong brand recall, Zicom is headquartered in Mumbai. Since its inception, the group has constantly introduced customized products and services relevant to its market. Some of the key products from the bouquet of products include CCTV Surveillance System, Video Door Phones, Access Control System, Intruder Alarm System and Fire Alarm and Protection Systems etc.

Having a strong connect with leading domestic and international Original Equipment Manufacturers, Zicom India's operations spread across five countries – **India, UAE, Qatar, Saudi Arabia and Brazil.** In India, Zicom's operations are spread across 1100 cities with network over 2,000 channel partners.

Founded in 1994 by Mr. Manohar Bidaye and Mr. Pramoud Rao, Zicom Group, over the years received numerous awards for excellence in their operations. Some of the recent awards bagged by Zicom are 'INC India Innovative Award 2013', 'Most Innovative brand in Electronic Security- 2013', 'Most Innovative Products- 2013' amongst others.

If you are looking at mastering change, Zicom 2.0 promises to show the way; a fully secured electronic highway to success.