

Press Release

Zicom wins 'Best Security Application in Retail' award



**FROM L-R MR GAURAV MARYA, (CHAIRMAN, FRANCHISE INDIA),
MR. VIKRAM RAIZADA, (EXE DIRECTOR & CHIEF EXE OFFICER, TARA JEWELS LTD),
MR. PRAMOUD RAO (MANAGING DIRECTOR, ZICOM)
& MRS. SALOME CHAVAN (BUSINESS MANAGER – SAAS ENTERPRISE, ZICOM).**

Delhi: Zicom has won an award for '**Best Security Application in Retail**' from **Indian Retail Congress 2014** organised by Franchise India, the pioneer of franchise sector in India.

This is the biggest awards for the retail industry which recognizes the achievements of India's most successful retailers and brands across multiple categories in terms of business performance, customer experience, innovation and leadership in the retail sector.

"We are proud to receive this award because it attracted varied nominations across categories from some of the best names in the industry," says Mr. Pramoud Rao, Founder Managing Director, Zicom

Electronic Security Systems Ltd. "The recognition is greatly motivating and I extend my gratitude to our consumers across India," adds Mr. Rao.

Based on an aggressive marketing campaign and owing to its uniqueness, the attendance for the awards night was remarkable. With a footfall of more than 500 people, various retail stalwarts were honored with prestigious awards at the glorious event held recently in **New Delhi**.

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.

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).**