

Quick Heal

Annual Report 2015-2016



Quick Heal Technologies Limited

Quick Heal

Security Simplified

“At Quick Heal, we are determined to address the Cyber Security Challenges, effectively, and contribute towards strengthening the IT Security ecosystem.

We are positive on maintaining our current growth momentum in the future to meet up the rising need for IT security, globally.”

Kailash Katkar

MD and CEO

Quick Heal Technologies Ltd.



The year 2015-16 holds special significance in our remarkable journey of over two decades. We have grown to become the first IT Security Company to get listed in India. A well-known and widely accepted brand in the IT Security industry with substantial market share in India, now emerging with its footprints in the international markets as well. We have been awarded with noteworthy recognitions from the industry for our technological advancements. Our strong network of channel partners has been a key growth driver over these years, enabling us to continue with our strong hold across India and globally.

We are poised to grow and welcome you to join us in our growth journey!



Consumer



Mobile Security



Simplifying Security since 1995



Enterprise

Simplifying Security since 1995



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We have established a leadership position in developing proactive, proven security solutions and services that protect systems, networks and mobile devices for business and personal use around the world. We are the leaders in software security products in the retail segment, with trusted security architecture. Through a growing portfolio of integrated, innovative and simple-to-manage solutions across price points, we have earned the trust of our customers. The diversity and scale of our products and our capabilities put us in a unique position to respond to market needs. Our track record of two decades, experienced management, strong brands and well-equipped team of support engineers lend us the desired confidence.

During the year, we solidified our strategy for growth and executed it well. We drove our core businesses in the retail segment, where we have a dominant position, and build on these assets to increase presence in the enterprise, government and mobile device segments. We also gained valuable intellectual property to enter diverse markets. We sharpened our focus and accelerated our pace of innovation to deliver shareholder returns. We continued our relentless pursuit of growing exports and strengthening our research and development capabilities to drive scalable and sustainable growth.

Moving ahead, we are making on-going investments in new technology to drive rapid innovation and create business value. Our aim is to deliver operational excellence and thought-leadership on strategic decisions and investment plans. With this, we aim to achieve our desired business goals and improve resiliency in today's cyber world. We wish to make security an "essential ingredient" of all architecture, and on every platform. We live by our mission to give everyone the confidence to work safely and securely in the digital world, detect threats and correct potential vulnerabilities.

AT A GLANCE

We are one of the leading providers of security software products and solutions in India, with a leadership position in the retail segment. We have a track record of more than 20 years in specialising in cyber security. We have a large portfolio of easy-to-use, high quality security software products and solutions indigenously developed in India. These are designed to simplify IT security management across the length and depth of devices and on multiple platforms. Our solutions are customised to suit consumers, small businesses, Government establishments and corporate houses.

Our strong and diversified channel network comprises single and multi-tier structure, covering metros and Tier 1, 2 and 3 towns. We have a presence across segments and platforms and devices. We track evolving security threats to define, improve and customise solutions and protect critical data. We have a strong R&D team equipped to develop new products and applications and focusing on computer and network security solutions. Our current portfolio of cloud-based security and advanced machine learning enabled solutions stop threats, attacks and malicious traffic before it strikes, considerably reducing system resource usage.

WHAT DIFFERENTIATES US IN THE MARKETPLACE



Large & Growing User Base



Strong & Diversified Channel Network



Continuous R&D & Focus on Innovation



Strong Financial Track Record



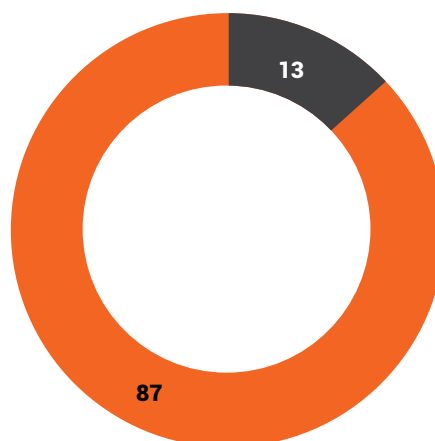
Customer centric approach



Significant national outreach and penetration

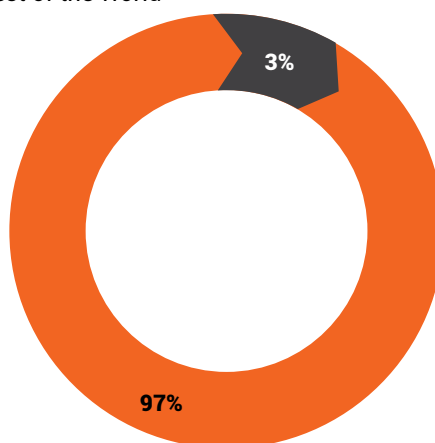
OUR REVENUE COMPOSITION

87% Consumer Product Sale
13% Others Product Sale



OUR REVENUE BUILD-UP

97% India
3% Rest of the World



HOW WE SERVE OUR CUSTOMERS

- Easy-to-use products across price points
- Extensive channel network
- Product availability across customers
- Multi-lingual customer support
- Domestic and international support centre
- Remote and on-site ground support

7.3 Million

Active User Licenses

306

Government Channel Partners

400

Sales & Marketing Manpower Strength

30%

Market share in Retail Segment

1,092

Mobile Channel Partners

36

Cities we are Present in

19,000

Retail Channel Partners

20 Years

Experience in Cyber Security

64

Offices and Warehouses

372

Enterprise Channel Partners

Global Subsidiaries

US, Japan, UAE and Kenya

4

International Offices

Our Vision and Mission

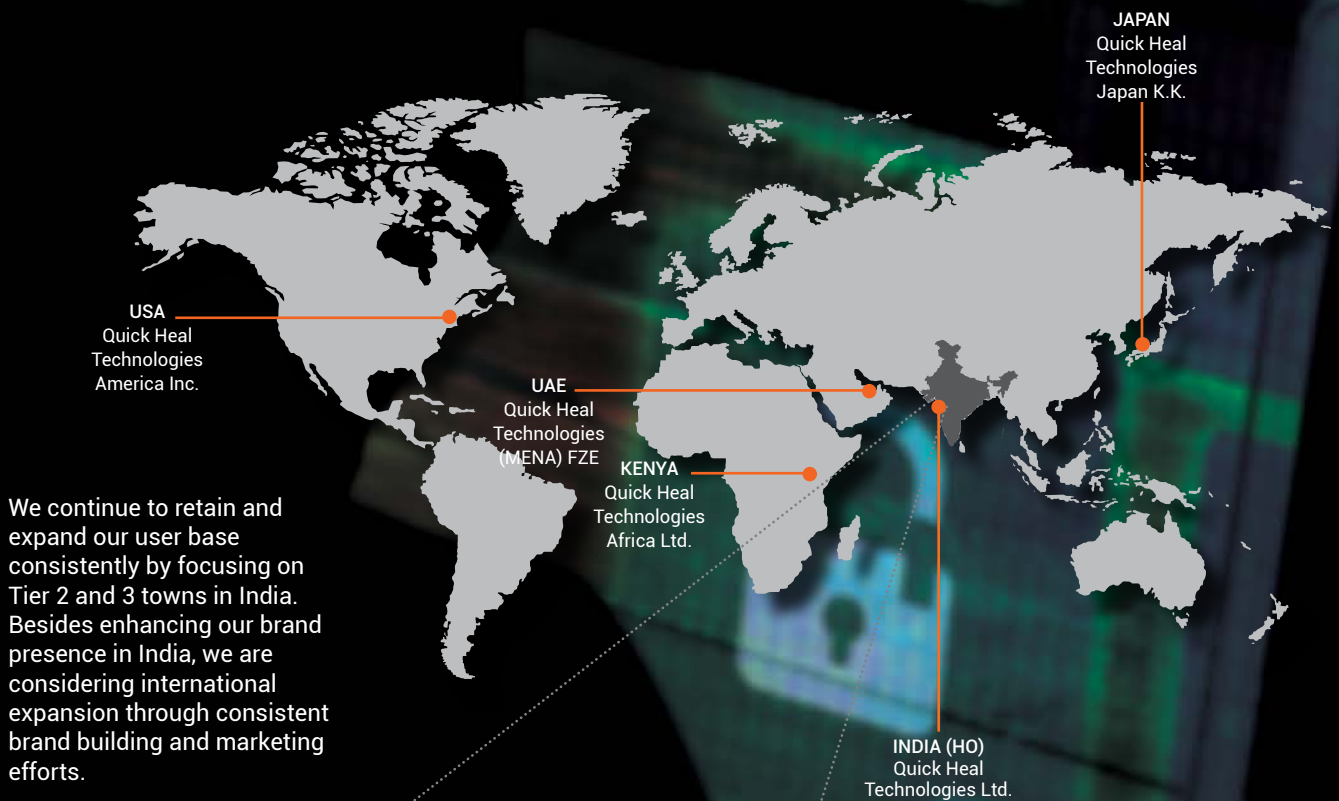
Vision

To be one of the most trusted and premium brands through fast paced innovation and our leadership ability to deliver the best of products and services to our customers and delighting our stakeholders while being mindful of our overall responsibilities.

Mission

To solidify our leadership position globally in an ever-evolving security products and services industry, across a range of growing market segments, including computers, mobiles, tablets and Next Gen Networks (NGNs) and to forge strong customer and partner relationships.

OUR DIVERSIFIED PRESENCE



We continue to retain and expand our user base consistently by focusing on Tier 2 and 3 towns in India. Besides enhancing our brand presence in India, we are considering international expansion through consistent brand building and marketing efforts.



Customer Centric Approach

Domestic & International Support Centre
(Telephone, SMS, Online chat forum, Remote
and on-site ground support)



PREFERRED

CHOICE OF IT TECHNICIANS FOR
COMPUTER VIRUS CLEANING



7.3m+

ACTIVE LICENSES ACROSS MORE
THAN 80 COUNTRIES



2.0x growth

ACTIVE LICENSES ACROSS MORE
THAN 80 COUNTRIES



30% +

CONSUMER MARKET
SHARE IN INDIA



24.5m+

PRODUCT LICENSES INSTALLED

We continue to retain and expand our user base consistently by focusing on Tier 2 and 3 towns in India. Besides enhancing our brand presence in India, we are ramping up our international expansion through consistent brand building and marketing efforts. We are exploring further opportunities in newer territories such as South Africa, Middle East, South East Asia etc.

OUR PRODUCTS

