

An aerial night view of a city with glowing light trails from traffic and buildings. Overlaid on the image are four shields in blue, green, red, and orange, arranged in a cross pattern. The shields have a metallic border and are slightly tilted.

Quick Heal

Quick Heal Technologies Limited

***Expanding Frontiers.
Captivating Growth.***

Annual Report 2017

Quick Heal

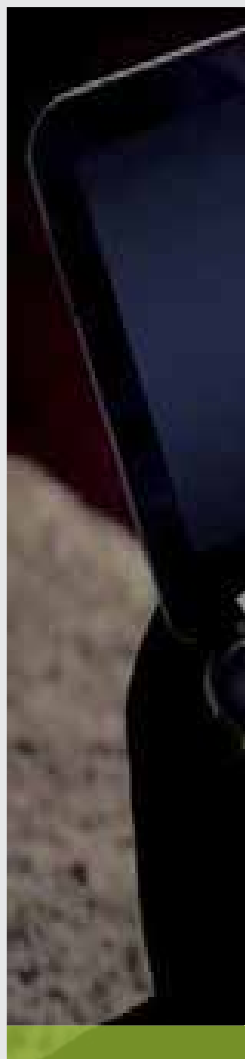
Security Simplified

We are at the pivot of the next stage of growth as we continue to build resilience and increase our competitive advantages. We are making the right investments in building our R&D capabilities and investing in infrastructure, systems, technology and new products. We continue to tap new opportunities in the domestic markets and expand our presence in the international market through consistent brand building initiatives. With a relentless focus, synergy and drive to excel and commitment to keep users protected at all times, we are enhancing our market competitiveness and expanding capabilities to achieve industry leading growth and margins.

We have gained clear leadership in the consumer security solutions space with a portfolio of easy-to-use, feature-rich and high-quality security software solutions, anchored by an extensive pan-India distribution network. Backed by an established brand and robust distribution model, we have trebled the number of active licenses and continue to sustain our leadership position.

In the enterprise security solutions segment, with a rising acceptance of the Seqrite brand among SMEs and emerging enterprises, we are gradually increasing our market share through a comprehensive product portfolio. As we charter our today, we are also nurturing our tomorrow. While we maintain leadership in the retail segment, we are growing the user base and expanding presence in the enterprise segment, developing new products for upcoming platforms. We are replicating the indirect sales model we have mastered in the retail space.

Our strong, sustainable and long-term relationships with channel partners and distribution model helps deliver solutions to a large addressable market, distributed across a broad spectrum. We are also moving up the value chain of products by improving product design and usability to address diverse and differentiated IT and data security needs of retail, enterprise and mobile security markets. While small & medium businesses (SMB) in Tier II & III cities will be our key focus for SMB segment, we will continue to tap the under-penetrated mobile security software market to secure a higher market share.





KAILASH KATKAR
MD & CEO



SANJAY KATKAR
Joint MD & CTO



Simplifying Security since 1995

Expanding Frontiers.
Capturing Growth.

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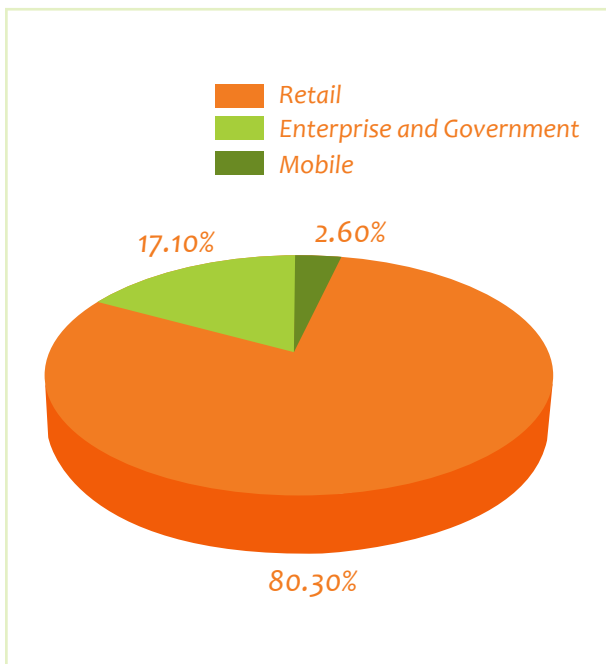
Building a Strategy of an Unwavering Future through Predictable Business Growth and Profitability

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Current Revenue Mix



At a Glance

We are the pioneers in the IT security software industry in India and market leaders in the consumer security segment. Equipped with a vibrant product portfolio and an extensive distribution network, we have expanded our share in the overall security software market.

Our product suites efficiently address the differentiated needs of retail, enterprise and mobile security markets. We sustained the rising momentum in the consumer security segment with active licenses of 7.8 million. With an established brand and robust distribution model, we continue to maintain leadership in the segment.

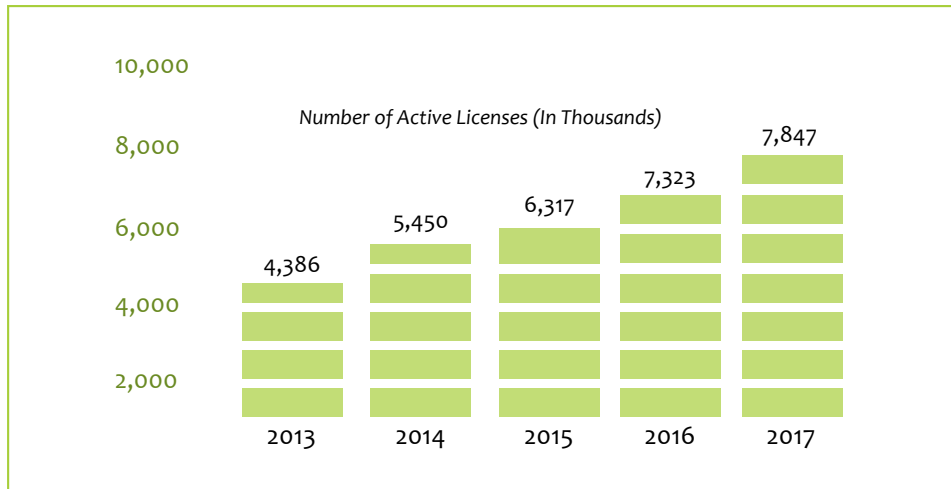
Under the Seqrite brand, our products for SMBs are cloud-enabled and efficiently address the simple requirements of emerging enterprises. In addition to this, we are also expanding our new growth avenue – the mobile segment – by gaining a larger market.

Our Products

- Retail/SMB
- Mobile Security
- Seqrite Endpoint Security
- Data Loss Prevention
- Seqrite Terminator
- Seqrite Enterprise Cloud Platform
- Seqrite Mobile Device Management
- Seqrite Secure Chat



Rising Number of Active Licenses



80+ Countries

Our Global Presence

63

Total Offices and Warehouses in India

04

Offices out of India

35

Indian Cities we are Present in

1.8x

Growth in Active Licenses over the past 5 years

30%

Our Market Share in Retail Segment

7.8 Million

Number of Active Licenses

15,093

Total Retail Partners

491

Total Enterprise Partners

102


Total Government Partners

1,660

Total Mobile Partners

Our Winning Strategy

What supports our Business Growth

				
Established and proven technology	Comprehensive product portfolio	Large and growing user base	Extensive pan-India distribution network	Superior customer support

Retaining and Expanding User Base

- Special focus on Tier II and Tier III towns
- Tailored offerings for SMB and enterprise users
- Develop and promote software-as-a-service model

Growing SMB and Enterprise Business

- Plans to focus on manufacturing, BFSI, healthcare and hospitality sectors
- Reach out to SMBs, identify new SMB opportunities, increase engagement with channel partners

Expanding internationally

- Focus on international expansion through consistent brand building and marketing effort including media events and exhibitions
- Exploring opportunities in Africa, Middle East and South East Asia

Expanding Mobile Capabilities

- Develop products for upcoming platforms like Androids, Windows, Linux, iOS to address opportunities in consumer enterprise
- Monetise opportunities of our free solutions for mobile devices

Strengthening R&D Investments

- Work ongoing on several new technologies such as IoT and home security automation
- Have 4 patents to our credit. Awaiting 3 Indian patents

4

Number of Patents in United States

We further solidified our strategy for growth by driving our core businesses in the retail segment, where we enjoy a dominant position, and built on these assets to increase our presence in the enterprise, government and mobile device segments. We continued our pursuit to grow our exports and strengthen R&D to drive growth.

Our Pillars of Success

15

Trademarks in India

11

Trademarks in RoW

4

Patents in United States

3

Pending patent applications in India

2

Copyrights in India

4

Pending copyright applications in India



**Expanding Frontiers.
Captivating Growth.**

Products

Quick Heal
Security Simplified


Fonetastic

SEQRITE

Quick Heal
Gadget Security

We have a strong brand portfolio with more than 30% market share in the retail sphere.

We have established a clear leadership position in developing proactive, proven security solutions and services for business and personal use around the world.

Our growing portfolio of integrated, innovative and simple-to-manage solutions places us in a unique position to respond to market needs.