

Together to a secure world



## **Mission Statement**

ZICOM is committed to retain a leadership position in its e-security products and services through utilization of the best and the most appropriate technologies, application of knowledge and most efficient marketing of high quality solutions and services to constantly enhance customer's confidence and fulfill responsibilities towards shareholders, employees and associates.

## **Secured Vision**

The ever- growing concern for a secure and safe world is now acknowledged.

At ZICOM, the technological excellence and innovative ideas are best blended to design the most sophisticated and indispensable security systems to tender complete peace of mind. Let us join hands and move together to a secure world.

## **Core Values**

- We must pro-actively manage change. It is the only thing constant.
- We must delight our Customers; only they provide us job security.
- We must develop ourselves as leaders for the future by practicing professional excellence in everything we do.
- We must treat everyone with personal attention, openness, honesty and respect.
- We must build a team-based organization by sharing knowledge, empowering employees and eliminating bureaucracy.
- We must break down all departmental barriers as working together works better.
- We must focus on end-results, not activities.
- We are accountable for our actions and their results.



## BOARD OF DIRECTORS

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**Manohar Bidaye** - Chairman

**Pramod V. Rao** - Managing Director

**Sateesh Sunke** - Whole Time Director

**Harish Nayak** - Director

**Mukul Desai** - Director

**R. S. Hugar** - Director

**N. V. Tapare**- Alternate Director to Harish Nayak  
(w.e.f. 21-08-2003)

### ASST. COMPANY SECRETARY

**Purvi V. Shah**

### AUDITORS

**P. Raj & Co.**

Chartered Accountants

### BANKERS

**Union Bank of India**

### REGISTERED OFFICE

Zicom House, 45, Chimbai Road,  
Behind St. Andrews Church,  
Off Hill Road,  
Bandra (West), Mumbai - 400 050.  
Tel.: (022) 2645 2784/85, 2645 4841,  
2651 5571/72  
Fax: (022) 2645 4842  
E-mail: corporate@zicomsecure.com  
Website: www.zicom.com

### REGISTRAR & SHARE TRANSFER AGENT

BigShare Services Private Limited  
E-2, Ansa Industrial Estate, Sakivihar Road,  
Saki Naka, Andheri (E), Mumbai 400 072.



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## Growth through Pioneer Status and Market Leadership

Zicom Electronic Security Systems Ltd has been the first organized electronic security solutions provider in India.

Since its inception in 1995, Zicom has always driven the market with innovations.

1996 : Pioneered the Central Monitoring Station (CMS)

1997 : First to manufacture indigenous Access Controller and Fire Alarm Panel with inherent software capabilities

1998 : Pioneered the Wireless Security System

1999 : National CMS network

2000 : Strategic tie-up with Schlumberger for Smart Cards

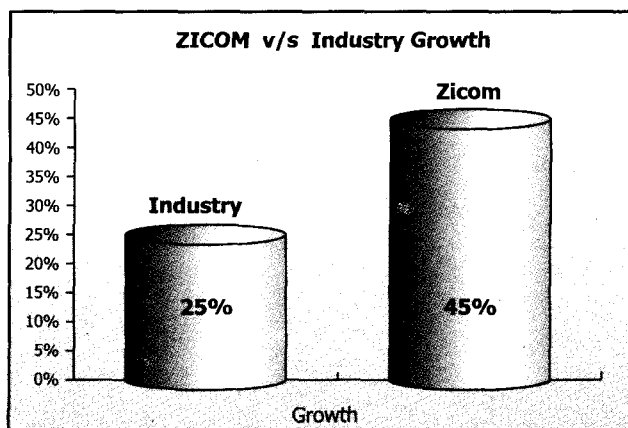
2001 : Computer Associates, US Smart certification for Intelligent Door Controllers. First to manufacture Biometric Access Control System integrated with Smart Cards.

2002 : Strategic tie-up with Advanced Perimeter Systems, UK for Perimeter Protection System

Even a cursory glance at its list of achievements shows that Zicom is a pioneer, responsible for driving state-of-the art technology in India. Zicom's extensive knowledge of the field and its determination to keep abreast of the latest trends has made it what it is today... a market leader with a sizeable chunk of the market share.

### Result:

Sales growth of 45% in FY 2002-2003 as compared to industry growth rate of around 25% according to Asia Automation and Security magazine, Taiwan.





## Growth through Strong Brand

Brands are the most powerful and sustainable wealth creators in business and the ultimate for shareholders.

Zicom brand is much more than a trade mark or a logo. It is a "trust mark" - a promise of quality and authenticity that customers can rely on. Zicom's brand equity has not been created overnight but is a result of relentless pursuit of quality in manufacturing, marketing, advertising and service for years. There has been continuous thrust on Zicom brand through in-house development.

When you think of Zicom, you think of Electronic Security.

### Result:

Majority of sales from own products under "Zicom" brand.

Customer retention is more than 90%.

### Testimonials:



#### The Hindustan Times Ltd

"We are extremely pleased with the quality of the products, and responsive and customer oriented service provided by Zicom Electronic Security Systems Ltd."

**BCAS**

Bureau of Civil Aviation Security

#### BCAS

"This is to put on record appreciation of the timely compliance of the work by Zicom Electronic Security Systems Ltd. And we also wish to mention that the system is running very well."



**K P I T Cummins  
Infosystems Limited**

#### KPIT Cummins Infosystems Limited

"We wish to cite and place on record that the performance of the systems installed at our premises is excellent. Further, we wish to declare our sincere appreciation for the services rendered by Zicom Electronic Security Systems Ltd."



## Growth through End-to-End Capabilities

Zicom has developed end-to-end solutions capability with:

- Strong marketing reach.
- Ability to interact with diverse customers and understand their specific security requirements.
- Designing and customizing a solution with integration of latest technology.
- Commissioning the solution to customer satisfaction.
- Providing the best CRM in terms of post sale customer service including call center with 24-hour help desk.

During the year, Zicom added several high-tech products in all the growing segments including a new biometric reader called Zio-Biokey with advanced silicon capacitive imaging technology and proximity-based electronic guard tour verification technology called Proxy Pen.

### Result:

Some of the major projects executed during the year include multi-locational and complex integration of access control systems, CCTV and fire alarms for large foreign banks as well as latest CCTV surveillance system for the apex government bank.

A project for nuclear power plants involved integration of bio-metrics access control systems using finger scan technology, CCTV surveillance system and fire alarm system.

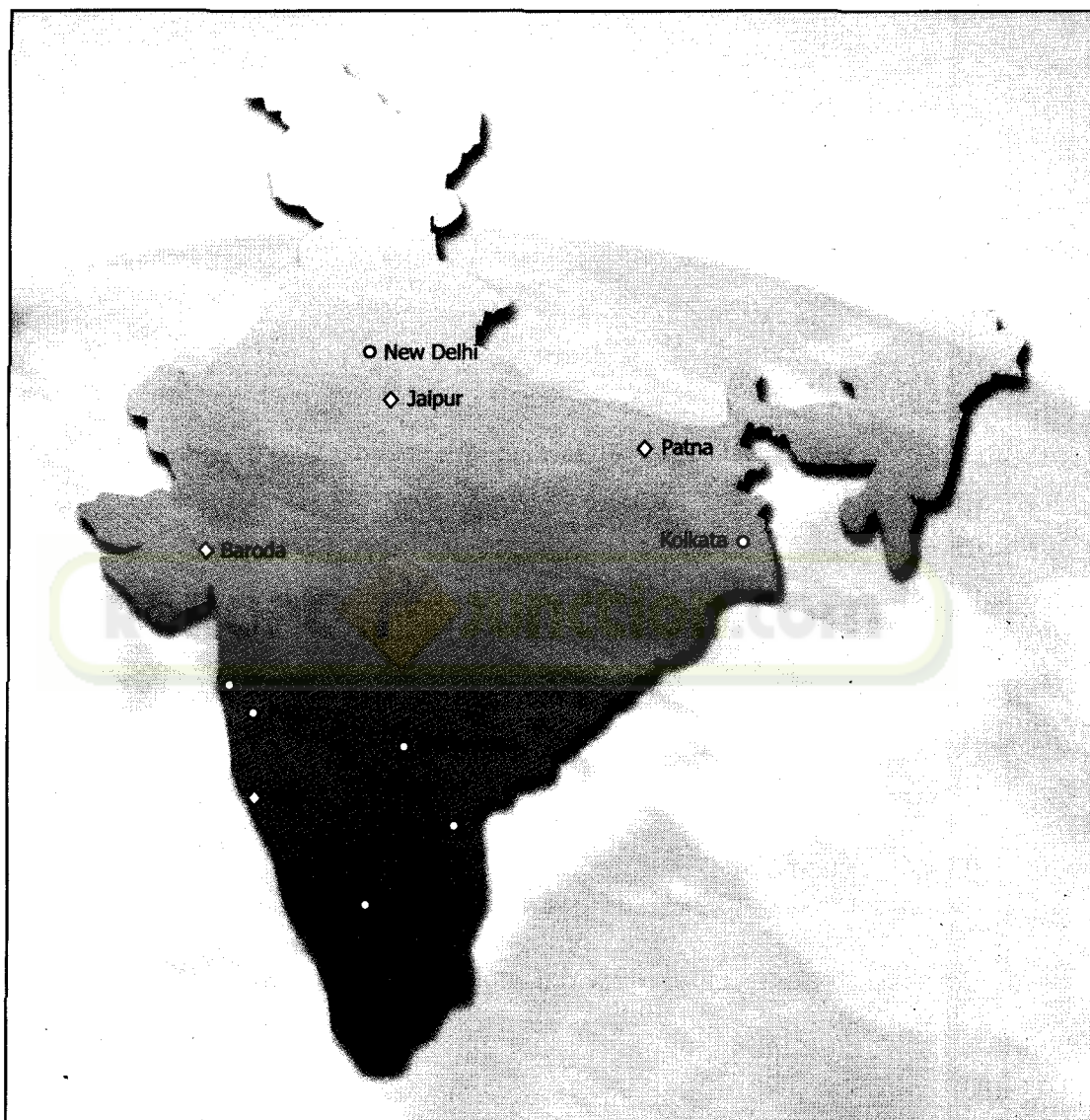
The company also provided Integrated Computerized Photo Identity Card Issue System to Civil Aviation sector.





## Growth through Wide Market Coverage

Zicom has expanded its sales and marketing network across the country to provide innovative solutions to the growing needs of private as well as public sector units.



- Zicom has total infrastructure at above cities to market and service clients.
- ◇ Zicom has also appointed business associates to represent in other cities.

### **Result:**

Zicom is always considered by all large prospective customers of Electronic Security Systems, no matter where they are located.





## Growth through Upsurge in Private Sector

Zicom has an impressive list of customers across various industries. Zicom is experiencing healthy growth from private sector due to major investments in the knowledge and service sectors.

### Result:

Zicom has added several leading names to its existing customer list.

#### Infotech Sector

Cisco Systems  
Citicorp  
Covansys (India) Private Limited\*  
Geometric Software  
Infosys  
Intellivision  
L.G. Software  
Microland Ltd  
Microsoft  
Msource India Private Limited\*  
Oracle  
Phillips Software  
Samsung Software  
Sonata Software  
Tata Teleservices \*  
Veritas Software  
Xansa \*

#### Finance Sector:

Birla Global Finance  
Credit Lyonnais  
CRISIL  
Dewaan Investments Limited\*  
ICICI One Source Limited \*  
ICICI Venture Capital  
Jardine Fleming  
McKinsey & Co  
Ocwen Financial Solutions \*  
Peregrine Capital  
SBC Warbug  
SBI Factors  
Smith Solomon Barney  
UBS Securities  
Zensar Technologies Limited \*  
Zurich Asset Management

#### Industrial / Others:

British Airways  
Delphi Automotive Systems Limited\*  
Golani Brothers \*  
Gujarat Ambuja Cements Ltd\*  
Hindustan Times  
Hutchison Max  
IDBI Towers  
Ionx Leisure Limited \*  
Jet Airways  
Micron Electricals \*  
Network Associates Pvt. Ltd \*  
RPG Raychem  
Unidesign Jewellery Pvt. Ltd \*

#### Foreign Banks:

ABN Amro  
American Express  
Bank of America  
Bank of Credit Agricole  
Bank of Nova Scotia  
Bank of Tokyo  
BNP Paribas  
HSBC  
Overseas Chinese Bank \*  
Rabo Bank  
Societies General \*  
Standard Chartered

#### Indian Banks:

Apex Bank  
Bank of Baroda  
Bank of Maharashtra \*  
Bank of Punjab  
HDFC Bank  
ICICI Bank  
IDBI Bank  
Ratnakar Bank

Reserve Bank of India \*  
SBI Commercial  
Syndicate Bank  
Union Bank of India  
UTI Bank

#### Pharma:

Aventis Pharma  
Coca Cola  
Colour con Asia Pvt. Ltd \*  
E Merck  
Hindustan Lever \*  
Johnson & Johnson  
Sandoz  
Smith Kline Beecham  
Sun Pharmaceuticals Industries Ltd\*  
Tetrapak  
Unichem Laboratories Ltd.\*

#### Shopping Malls:

Big Bazaar \*  
Cross Roads  
Dheeraj Mall  
Globus \*  
Haiko Malls\*  
Orion \*  
Pizza Hut\*  
Shoppers Stop \*

#### TV Channels/

#### Entertainment/Service:

M2K Entertainment Pvt. Ltd.\*  
Sony Entertainment  
Star T.V.  
Sun TV  
Udaya TV  
Zee Telefilms \*

\* New Customers in FY 2002-2003



## Growth through Opening Up of Government Sector

Post 9/11, the significant change has been in the mind-set of the government sector known for its red-tapism. The government has cleared several projects for security solutions in various sectors including Power, Defense, Oil & Gas, Civil Aviation, Internal Security, government offices, ports, etc. and hence business from government sector is expected to grow many folds in the foreseeable future.

Government sector potential for security products is estimated to be over Rs. 500 cr., of which less than 5% has been spent till date. Over next three years, the potential can grow multi-fold. As projects are large and complex, only few companies are qualified to bid and out of that only a handful have end-to-end solutions capability. Wide marketing and servicing network is crucial not only to get large projects especially of state governments and PSUs but also to cater to diverse needs across the country.

Zicom is well placed on all these parameters. The company has undergone internal transformation to capitalize on the business opportunity. It has also set up a Strategic Business Group to penetrate into Power, Defense, Oil & Gas and Civil Aviation Sectors.

The company executed a prestigious order from Bureau of Civil Aviation Security (BCAS) for supply of Integrated Computerized Photo Identity Card Issue System. Airports Authority of India, affiliated to BCAS, owns and manages 5 international airports, 87 domestic airports and 28 civil enclaves at defense airfields. BCAS is planning to deploy new smart card and biometric technology to regulate access to all major airports. Zicom has got products / technologies to address all needs of aviation sector, such as smart cards, bio-metrics, low enforcement products like x-ray baggage machines, metal detectors, weapon detectors, explosive detectors, etc. Based on the working experience and relationship with BCAS through this order, Zicom is poised to grab new business opportunities in aviation sector.

The company also executed various orders from the power sector. These consist of order from Bhabha Atomic Research Center for bio-metrics access control systems using finger scan technology, CCTV surveillance system and fire alarm system, order from Nuclear Power Corporation for access control system and order from National Thermal Power Corporation for CCTV surveillance system. Nuclear Power Corporation has 9 power plants across India, National Thermal Power Corporation has 20 plants as well as 3 plants in joint venture with SAIL and National Hydro-electrical Power Corporation has 23 plants. There is good opportunity to upgrade security of power plants which is today managed through manpower security.

### Result:

Government sector contributed over 30% of business in FY 2002-2003 as against insignificant in the previous year.

### List of Government & Public Sector Customers:

|                            |                             |
|----------------------------|-----------------------------|
| Airport Authority          | Indian Navy                 |
| Bharat Shell               | Mumbai Airport              |
| Bureau of Civil Aviation * | NTPC *                      |
| BARC *                     | Nuclear Power Corporation * |
| DRDO                       | ONGC                        |
|                            | VSNL                        |

\* New Customers in FY 2002-2003

