

an  
**eye**  
for the  
**world**



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#### Forward looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements - written and oral - that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance.

We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievements of results are subject to risks, uncertainties, and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated, or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.



## The world needs an ever watchful eye for enduring safety, security and peace of mind.

Zicom's unique concepts, technological solutions and array of services are geared to protect what people value most. We align our responses with the customers' evolving security needs, while performing with clockwork precision across multiple geographies and varied workplace environment globally. Our reliable solutions have made us the trusted and dependable face of security and safety for people in need.

Our aim is to drive innovations in products and services to attain unrivalled business leadership in the global security and safety domain. We are on high alert to help ensure a safer and more secured world.

# SECURITY THAT NEVER SLEEPS

Zicom has emerged as one of India's largest and geographically diverse security solutions provider. We are a pioneer and leader in providing comprehensive electronic security services, offering state-of-the-art customised security solutions to the most complex projects in India and abroad.

Our pan-India sales and services network offers reliable and advanced CCTV Surveillance System, Access Control System, Fire Alarm System, Intruder Alarm System, Multi-Apartment Video Door Phones, Fingerprint Locks, Video Door Phones, among others.

## VISION

To be the Company you Trust the most  
To Protect what you Value the most

## MISSION STATEMENT

Zicom is committed to provide safety to customers by continuously developing and delivering/offering new technologies, innovative products, solutions and delightful services, by abiding all its commitments to customers. We will nurture our channel partners by providing profitable avenues of growth and fulfil responsibilities towards shareholders by achieving consistent growth in shareholder's value and adhering to fair practices in all its dealings with employees and business partners.





## MANUFACTURING FACILITY

The manufacturing plant in Parwanoo assembles high-tech security products.

Investor information:

First Security Company listed on the BSE and NSE in the field of electronic security

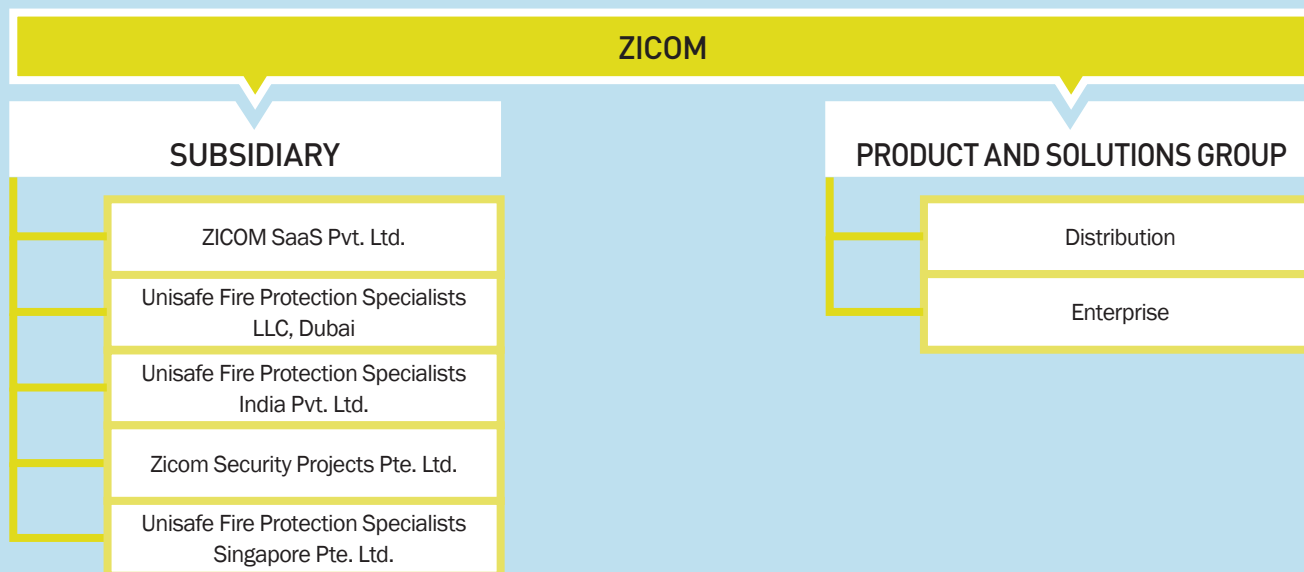
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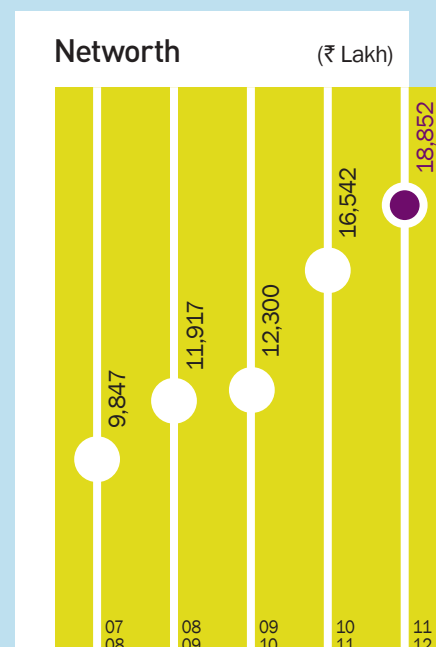
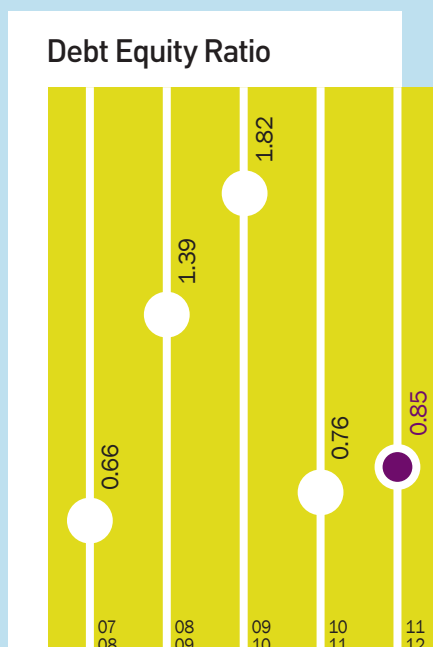
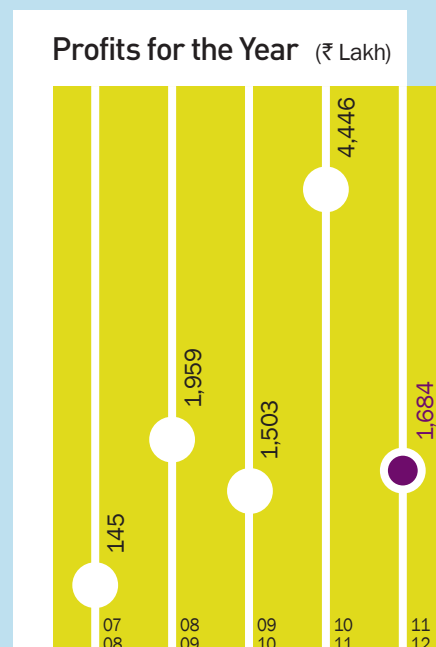
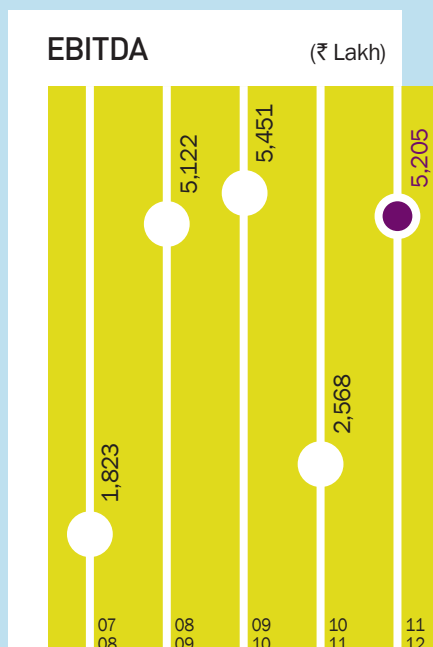
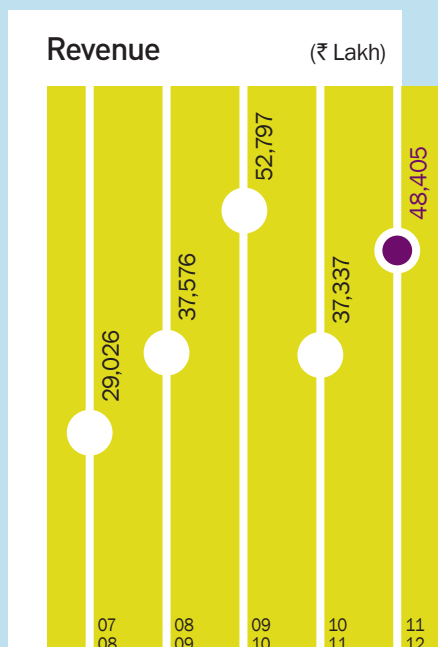
## PIONEERED

- the concept of Electronic Security
- the concept of Central Monitoring Station
- the notion of Electronic Security Shops
- the idea of wireless security equipment in the home and retail segment
- the concept of home security with insurance cover

## ZICOM CORPORATE STRUCTURE

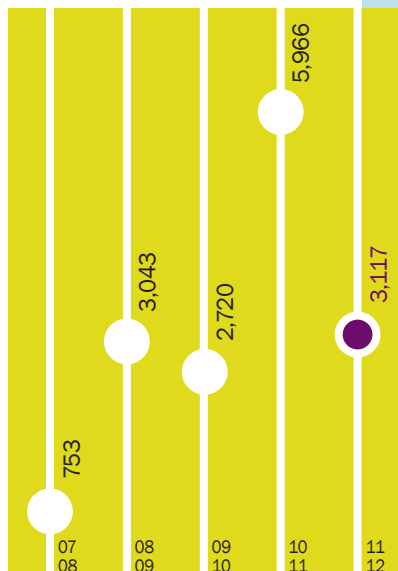


# PERFORMANCE SNAPSHOT

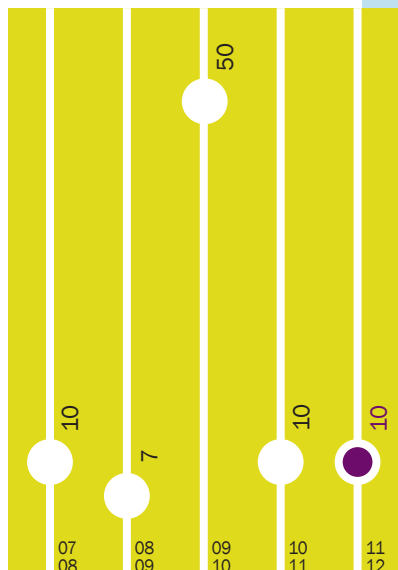


Note: Zicom transferred its BSG & SPG Division to Schneider in 2010-11, resulting in higher profitability due to extraordinary income. Hence, figures are incomparable.

Cash Profits (₹ Lakh)



Dividend (%)



## OPERATIONS

Acquired Phoenix International WLL, the leading fire protection brand of Qatar, at USD 15 mn (₹ 82.50 crore)

Commenced operations at Brazil through its joint venture company, CIAO-ZICOM Security Systems SA

Opened a new office in San Francisco, USA

Increased accessibility by displaying products in various e-commerce sites and large format retail stores

Launched the MMS-campaign (Make Mumbai Safe) as a part of our security awareness drive

Underwent organisational restructuring by creating individual SBUs

Launched student education programs in Physical Security, Electronic Security and Fire Safety through ASTM

# CHAIRMAN'S MESSAGE



**Manohar Bidaye**  
Chairman

Safety is a big concern in today's world, as unforeseen security threats are endangering the life and property of people across the world. Zicom's advanced security concepts and solutions help address this growing social concern. Our objective is to strengthen our innovative capabilities in the security domain to emerge as a one-stop solutions provider.



Growing security perceptions among all sections of the society has increased the demand for video surveillance in public transport, hospitality, airports, retail outlets, banking, financial services, insurance and education sectors. Many organisations today are prioritising and integrating real-time security surveillance into their IT security plans. The industry is slowly maturing. With an unwavering focus on technology and smart solutions, we aim to provide a safe and secured environment to our customers.

As one of the pioneers of India's electronic security systems, we are equipped to address the growing security needs of our country. In addition to security guards, people are now opting for additional security measures, such as CCTV, other video monitoring systems and intruder alarms, which act as an EYE. Our products have met wide acceptance in the Indian market, and we are gradually transforming into an Indian MNC by foraying into the international markets.

We have already made our presence felt in the Middle Eastern markets through our acquisition of Dubai-based Unisafe Fire Protection Specialists LLC. We further made inroads into Qatar and Brazil. Our establishment in Qatar will enable us to develop our fire protection business across MENA and Saudi Arabian regions. Besides, Qatar is among the world's fastest growing economies with high levels of awareness on fire hazards in commercial and residential establishments.

We are also optimistic of our success in Brazil owing to two key reasons. Firstly, Brazil is a developing economy with a tremendous potential for socio-economic growth. Hence,

the demand for security products will be significant. Secondly, Brazil will be hosting the 2014 FIFA World Cup and 2016 Olympics, which will translate into an additional demand for surveillance systems.

We also provide holistic security solutions to counter rising security threats. We shall enhance our focus on managed security services through Zicom SaaS Private Limited. This will not only help us in capturing additional market share, but will also enable us to improve our margins. Besides, our technological prowess helps us deliver customised offerings, enhancing our competitiveness.

We continuously focus on training and development of our employees for business sustainability. Senior management personnel are regularly imparted entrepreneurship training to enable them to drive their teams towards achieving the Company's growth objectives. We also run several awareness programmes across schools, corporate houses and housing societies, as a part of our corporate social responsibility.

I would like to thank the entire management, employees, customers, business associates and the family of stakeholders to steer the organization to greater heights by virtue of ideas, energies and the courage to envision a safer world.

Best wishes,

**Manohar Bidaye**  
Chairman

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# EYEING BORDERLESS GROWTH

At Zicom, we realised the overseas demand for security and safety products beyond India. To capitalise on those opportunities, Zicom evaluated various acquisition and tie-up opportunities and made successful inroads into the markets of U.A.E., Qatar and Brazil.

## UAE

We acquired 80% economic stake in Unisafe Fire Protection Specialists LLC (UNISAFE) Dubai, a leading fire protection company in UAE, in 2007. The Company possesses over 15-year rich experience in the areas of project execution and servicing in the domain of fire detection and protection infrastructure projects. It offers services in the areas of designing, supplying, installing and maintaining integrated fire protection systems.

### Rationale for acquisition

- Operations span seven Emirates of U.A.E., Qatar and Oman
- Managed by experienced professionals of fire business
- Successful track record of executing big-ticket projects for clients across government and commercial sectors
- 24x7 service capabilities
- ISO certified company
- Impeccable safety record during installation and servicing
- Projects across government and commercial sectors

### Product offerings

- Fire Detection and Voice Evacuation System
- Highly sensitive Smoke Detection System
- Emergency & Exit Lights
- Standpipe & Hose Systems
- Fire Mains & Hydrant System
- Sprinkler Systems
- Water Spray Fixed Systems
- Deluge Foam Water Sprinkler & Foam Water Spray System
- Low, Medium & High Expansion Foam System
- Clean Agent Fire Extinguishing Systems

- Argonite & FM-200
- Carbon Dioxide Extinguishing Systems
- Dry and Wet Chemical Extinguishing Systems
- Water Mist Fire Extinguishing Systems

### Landmark projects

#### Government

- Engineer's Office of his Highness Sheikh Mohammed
- Dubai Civil Aviation Authority (DCA)
- DEWA (Dubai Electric and Water Authority)
- Dubai Police
- Dubai Health Authority (DHA)
- Dubai Customs and Port Authority
- Etisalat
- ENOC
- Abudhabi Investment Authority (ADIA)

#### Commercial

- Arabtec Constructions LLC
- Voltas International
- Emirates Trading Agencies (ETA)
- Samsung
- Hitachi
- Conspel
- BMTS
- Penguin
- Al Nabooda
- TYCO International

## QATAR

We acquired Phoenix International WLL, a leading fire brand ('A' category) that is licensed to carry out contracting and trading business in safety and security services domain, in 2012. The Company undertakes fire protection, security and building management system on turnkey basis which includes design, supply, erection, testing and commissioning through a co-ordination between the direct customer and MEP contractor.

### Rationale for acquisition

- License to operate in petrochemical sector like Qatar Petroleum and Rasgas
- Exclusive tie-ups with leading equipment suppliers
- Robust order book position
- Efficient and experienced talent pool

### Landmark projects

- Nobu Restaurant
- Birla Public School
- Villagio Mall
- Samrya Tower
- Tatweer al Reemrower
- Safari Mall
- Civil Defense Building
- Sultan Plaza
- The Mall