



Feel Safe



Security.
Service.
Peace of
Mind.

All delivered at your doorstep.

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 'anticipate', 'estimate', '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 realized, 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 materialize, 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.

Contents

02-24

Corporate Overview

- 02 About Zicom
- 04 Giving peace of mind pays!
- 12 Chairman's communique
- 14 Intelligent eye
- 15 Service offerings
- 16 Partnering for more
- 17 Journey of excellence in security
- 18 Profile of Board of Directors
- 20 Partnering for a safer community

25-80

Statutory Reports

- 25 Notice
- 30 Directors' Report
- 43 Corporate Governance Report
- 67 Management Discussion and Analysis

81-134

Financials

- 81 Standalone Financial Statements
- 112 Consolidated Financial Statements

The question
of safety and
security is
critical in
a world in
which crime
rates are
escalating at
an alarming
pace.

Constant electronic surveillance can help make a difference.

The electronic security systems are expensive and difficult to maintain.

However, Zicom's security systems and extensive spectrum of services provide affordable security at doorsteps of customers all year round.

At Zicom, we provide innovative security services that offer not just security, but also Business Intelligence, Comfort, Convenience and generate quantifiable Returns on Investments.

The result is enduring peace of mind for customers and significant value for all stakeholders.



You
have 10
things
to do.
We have
just one.
Your
security.

From a project-based security company almost two decades ago to a Technology-enabled Security Services' company. Being a pioneer in India, we offer the country's citizens with electronic security products and services. Over the years, we have carved out a niche for ourselves as India's largest electronic security services provider. We have advanced in the most customer-focused manner, evolving and transforming with every passing day to cater to changing customer needs.



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.

Being first



Indian Electronic Security Systems Company

To launch electronic security in India

To be listed on Indian stock exchanges

To introduce a Monitoring Station in the form of Zicom Command Centre

To introduce wireless security equipment for homes and businesses

To introduce Security Services called e-SaaS (Electronic Security as a Service)

To set our footprints in the international market becoming an Indian MNC in the Safety Domain

Investor ticker

Listed on the Bombay Stock Exchange Limited and National Stock Exchange of India Limited

NSE Code: ZICOM

BSE Code: 531404

Product profile



InTouch

Video Alarm System based on Push Technology



Safehomes

- Home Alarm System
- Fingerprint Locks
- Video Door Phones
- Multi-Apartment Video Door Phones



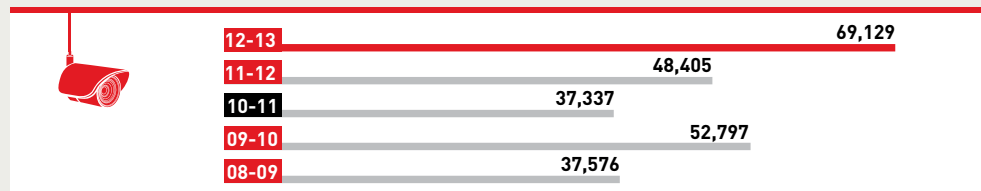
Safebusiness

- CCTV Surveillance System
- Fire Alarm System
- Access Control System

Giving peace of mind pays!

Revenue

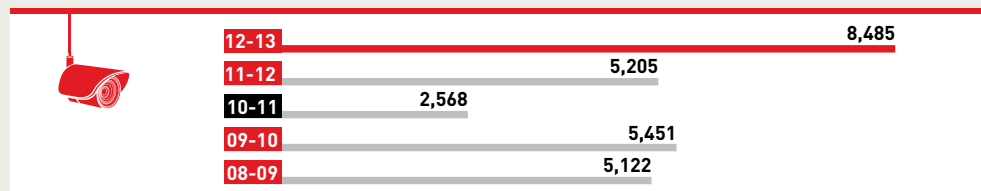
(₹ in Lakh)



16.46%
CAGR growth

EBIDTA

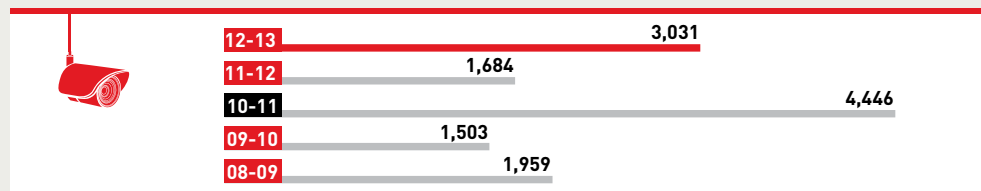
(₹ in Lakh)



13.45%
CAGR growth

Profit after Tax

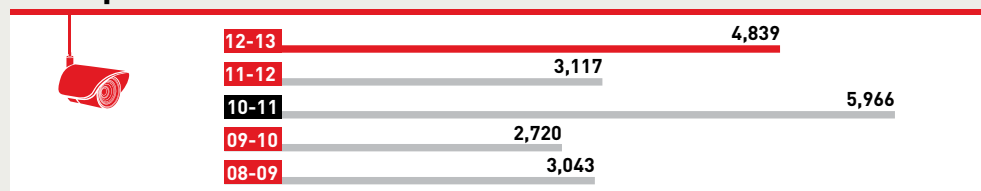
(₹ in Lakh)



11.53%
CAGR growth

Cash profit

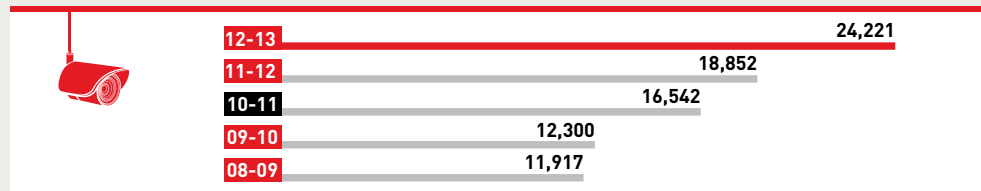
(₹ in Lakh)



12.30%
CAGR growth

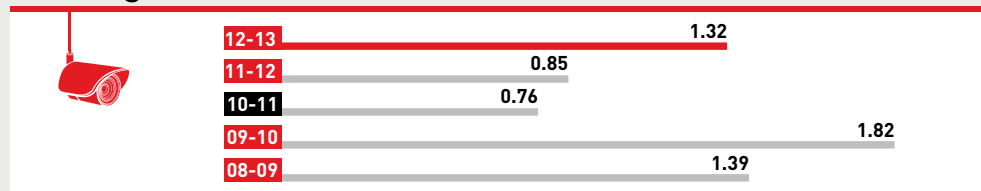
Networth

(₹ in Lakh)



19.40%
CAGR growth

Gearing ratio



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

Safer countries. Sustainable revenues.

1995



Present in India

₹ 0.03
crore of revenue

2000



Present in India

₹ 12.31
crore of revenue

2005



Present in India

₹ 57.72
crore of revenue

2010



Present in India
and UAE

₹ 527.97
crore of revenue

2013



Present in India,
UAE and Qatar

₹ 691.29
crore of revenue



Awards and accolades

- Recognised as '**Brand of Excellence**' in Electronic Security by VAR India IT Forum in 2013
- Recognised for **Technology Innovation in Electronic Security Industry** by Frost & Sullivan India Electronic Awards 2013
- Crowned as the '**Most Preferred Security Equipment Brand**' by Indian Home Awards 2012
- Awarded '**The Best Surveillance Brand**' by VAR India IT Forum in 2012
- Conferred with the '**Most Innovative Products of the year**' award by National Computrade News in recognition for outstanding performance and contribution in various segments of IT Networking and Solutions
- Recognised as '**Evangelist of the year**' in Electronic Security category by VAR India
- Recognised as among the **Top 100 Most Trusted ICT Brands of India** in the category of Electronic Security Solution Provider



Round-the-clock **security**

Our pioneering e-SaaS module is a revolutionary service offering that changed the face of India's electronic security industry.

At Zicom, we introduced the e-SaaS module - a new-age, user-friendly electronic service to ensure the security and safety of our customers in a hassle-free manner.

This unique offering aims to add a new dimension to India's electronic security industry. Along with the basic offerings, it also brings in value-added services like business intelligence, loss prevention, comfort and convenience. Our e-SaaS model is offered to Enterprises as well as Housing Societies. The e-SaaS model for Housing Societies is marketed under the Program called 'Make Your City Safe'.

The e-SaaS model offered by us is unique in more ways than one. With a range of alerts and surveillance systems within its ambit, it prioritises security for one and all. At Zicom, we provide our customers with a Cloud-based, technology-enabled, holistic electronic security services. We own and manage the technology, helping the customers use them in a hassle-free manner.

Our Command Centre is equipped with state-of-the-art software and is manned with 30 security vigilance officers who are first Responders in case of a security alert from any of the subscriber's premise. This ensures round-the-clock security, 365 days a year. Backed by Cloud-based technology, this Command Centre provides real-time feedback on intrusion and unwanted activities. It records the data and keeps a back up. Besides, the staffs also ensure proper, round-the-clock functioning of the devices.

We successfully reached out to maximum people with our e-SaaS model. Our Make Your City Safe Campaign assists us in delivering comprehensive security services to over 1,200 housing societies in Mumbai and its suburbs, making lives of the residents safer and more secure.



From safe to safest

"Earlier, with security personnel manning our gates, we were safe. But it was not enough to ensure the peace of mind. The launch of 'Make Your City Safe' initiative made a significant difference. We are now protected from all kinds of possible danger. Zicom helps us with its round-the-clock monitoring of our society and assures the safety and security of our near and dear ones."

Mr. Mahesh Jinatra, Secretary, Hetali Om Shivam CHS



Security as a Service – the Zicom way!

Security as Product

- Need to invest huge capex for purchasing security product
- Maintenance charges have to be paid
- Have to monitor the functioning of the system to ensure it works 24 x 7
- Customer Intervention required for technical support
- Emergency response management service not available
- No opportunity to upgrade system; investment in new system is inevitable
- No chance of purchase risk mitigation
- Software upgrades come at additional charges
- Significant one-time investment and interest loss on the investment
- No service support or after-sales service available

Security as a Service

- No capital expenditure
- No recurring AMC charges
- No hassles of managing or owning the system
- Remote health monitoring and customer technical support, 24 x 7 for 365 days
- Emergency response management service
- System upgrade after 40 months at a nominal cost
- Mitigation of purchase risk
- Free software upgrades
- Smart cash flow management
- Services support in over 400 cities in India



Innovatively **secure**

Technology and security are highly interconnected in this modern world. With the world of technology evolving at a high speed, security is no more the same. With every passing day, it is becoming sharper and smarter to shape a safer tomorrow.