

# Case Study - Kama Ayurveda



**SECURENS<sup>®</sup>**  
Prevent crime before it happens

ACTiCARE



## Key Facts

- 23 Stores in India
- Product line available in 90+ outlets across India
- A strong e-commerce presence on Amazon, Flipkart etc,

## ABOUT OUR CLIENT

### Authentic ayurvedic treatments.

Kama Ayurveda was launched in 2002 in India by Vivek Sahni and three partners, to promote the message of authentic Ayurveda, universally. Since then, creating pure Ayurvedic products according to authentic prescriptions has been the unique purpose of the brand.

Today, Kama Ayurveda's high quality, beautifully packaged products are sold globally and used by some of the world's leading hotels and spas. Their products have received extensive coverage and recognition in various global and Indian publications including US Vogue, French Vogue, Japan Vogue, Forbes, Harpers Bazaar, Tatler etc.

## CHALLENGES FACED BY OUR CLIENT

The rising number of Kama Ayurveda stores in India made it crucial to ensure the stores were under surveillance and also monitor the health of their surveillance equipment.

A few of their challenges were:

- Dealing with multiple vendors for surveillance systems.
- Unaware if their stores surveillance equipment were operational or had been tampered with.
- Lack of a single vendor monitoring the performance of the stores surveillance equipment pan India i.e. CCTVs, DVRs, HDDs etc.



## MANAGED VSaaS SOLUTION

Siloed management of disparate security, safety and operational systems leaves too many opportunities for error and ultimately creates unwanted and unnecessary inefficiency. Therefore, the only way to feasibly tackle a challenge of this scope and scale is to adopt a managed **Video Surveillance-as-a-Service (VSaaS) solution i.e. ACTIVE DETERRENCE**: uniting surveillance systems and enabling multiple levels of monitoring and control from a single reliable platform. This is where intelligent surveillance monitoring and control integration can offer real benefit.

## NEW AGE TECHNOLOGY

The word surveillance comes from a French phrase for "watching over" (sur means "from above" and veiller means "to watch"). At Securens, with our award winning Monitoring Centre, we keep watch over your business and everything that matters the most to you. Peace of mind is a matter of choice !



## SMART SURVEILLANCE TECHNOLOGY AT WORK FOR YOU

Securens visited Kama Ayurveda stores to understand their requirements and designed an eSurveillance solution **ACTiCARE** that would ensure all their stores surveillance equipment were operational and live on a daily basis.

The primary benefits of **ACTiCARE** are:

- Health-check of all surveillance equipment twice a day, every day
- Crucial for forensic analysis of a crime or shrinkage
- Comprehensive AMC for all surveillance equipment
- Ensures all stores are protected with working hardware
- Single eSurveillance partner pan India

## CONNECTING YOUR BUSINESS TO THE SURVEILLANCE TECHNOLOGY RESOURCES YOU NEED

The potential benefits of eSurveillance include:

Business intelligence; timely reporting, investigation, and response to incidents; improved data quality; real-time live monitoring capabilities; reduced physical security guard costs; remote operability, visibility and flexibility; generation of automated alerts on a mobile dashboard; improved interoperability; standardization and portability.

India's highly acclaimed eSurveillance system **ACTIVE DETERRENCE** by Securens, is an enterprise IoT solution equipped with advanced sensors and AI capabilities which can prevent and protect businesses from financial loss / loss of life due to criminal activities or operational interruptions i.e. fire, gas leaks, theft, burglaries, pilferage, vandalism, unauthorized access etc.



## CLIENT REVIEW

At Kama Ayurveda, we faced a lot of issues with our surveillance hardware and multiple vendors across India. Securens solved that problem with their solution ACTiCARE and ensured our stores were monitored daily with functional cameras and other equipment.

Also their local presence and national support across India, made Securens a logical choice to partner with for our surveillance requirements.

**Girish Sharma**  
**Business Head**  
**Kama Ayurveda**



simplifying surveillance

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