

# CASE STUDY

## Mirza International Ltd.



#ACTIPERIMETER

Simplifying Surveillance

# About Mirza International Limited

Mirza International Limited is India's leading manufacturer and marketer of leather footwear and finished leather. With an established footprint that spans across 30 countries, as well as a rock solid infrastructure, Mirza has taken ground-breaking strides in the Indian leather industry since its inception in 1979. Apart from supplying products to global retailers, Mirza also has global in-house brands - Red Tape and Oaktrak - in its portfolio. Recently the Company acquired brand Yezdi to increase its product offerings. Mirza is the only Indian manufacturer to sell footwear under own brand names in the fashion capitals of the world, including UK, USA and France. Headquartered in Kanpur; with the Corporate and Marketing Office in New Delhi.

## Highlights

- Mirza International has 10 distribution branches in India.
- Red Tape shoes are marketed in India through a network of 120 exclusive Brand shops across 30 cities along with a presence in 175+ shop-in-shops.
- Mirza International is listed on the NSE and BSE.
- Mirza International has 90 acres of land bank for future expansion.
- In UK, the Company has garnered a 25% share in the men's leather footwear in the mid-segment category, the high market penetration underlining the strong acceptance for its products.

# 1

## CHALLENGES

Mirza International Limited

# Challenges – Mirza International Limited

Mirza International manufacturing units are located across Unnao, Noida and Greater Noida. Based on various initial discussions and meetings, Mirza allocated one of their site's located in Noida, Uttar Pradesh to Securens Systems Pvt. Ltd. to conduct a site survey and identify their on-field challenges.

Based on Securens audit / survey and meetings with various key stake holders, Mirza was actively seeking a permanent solution to the following challenges:

- Detect and deter theft or intrusions.
- Unreliable, inefficient & very costly security guards.
- No way to ensure whether old CCTV footages will be available when required.
- Multiple vendors for installation and maintenance of surveillance equipment.

# 2

## THE SOLUTION

Securens Systems Pvt. Ltd.

## Smart Surveillance Technology At Work For You

Securens approach was to follow proven systematic methods to understand the challenges, gaps and pain areas faced by Mirza International Limited.

Securens designed a technologically advanced and innovative surveillance solution **ACTIPERIMETER™** to combat the multiple challenges and it was successfully installed at the Mirza International site in Uttar Pradesh.



# Simplifying Surveillance

With **ACTIPERIMETER™**, the perimeter or boundary of the Mirza International manufacturing unit is secured digitally via our Central Monitoring Station (CMS) using new age surveillance technology, sensors, alarms and video analytics.

**ACTIPERIMETER™** is not only more reliable and superior than man-guarding, but is also powerfully efficient and cost-effective.

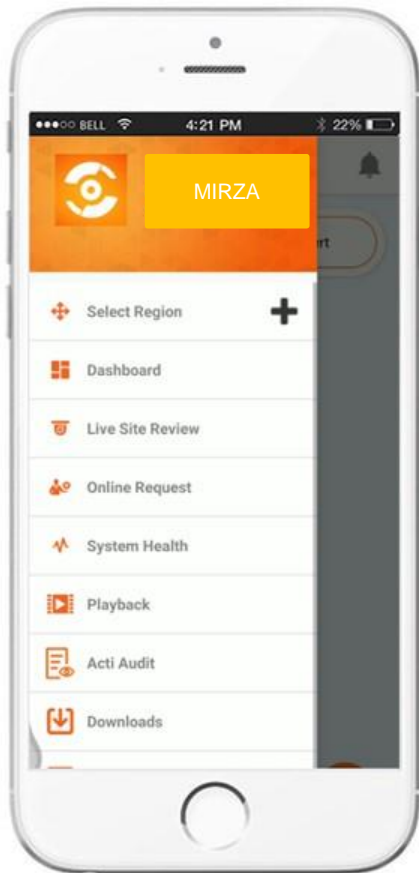
Using our proven eSurveillance based perimeter monitoring, warehouses with large premises have saved up to **50 - 60%** on man-guarding costs.

Our surveillance technology can work in conjunction with your night guard to proactively detect and deter intrusions and at the same time substantially reduce the cost of your man-guarding.

Video surveillance is not only about security. It's about insights that can help you improve efficiency, achieve better safety standards & design better business processes.

# SECURENS ANALYTICS

An intelligent mobile application packed with powerful features



## SELECT REGION

Choose your site location i.e. North, South, East or West.

## LIVE SITE REVIEW

View real-time site images / video streaming anywhere, anytime.

## SYSTEM HEALTH

Track the health of surveillance equipment (CCTVs/NVRs/DVRs/HDs).

## ACTIAUDIT

View all audited SOP non-compliance/violations on video for 24 hrs period.

## DASHBOARD

Stay informed on all hygiene parameters with active graphical statistics.

## ONLINE REQUEST

Submit request to receive video footage for a long duration i.e. 24 hours.

## PLAYBACK

Access Video-on-Demand for prior recorded video footage on your mobile.

## DOWNLOADS

In this section, you can access the downloaded **Online Request** videos.



# Benefits of eSurveillance

The potential benefits of eSurveillance include:

**Business intelligence**; timely reporting, investigation, and response to incidents; **enhanced efficiency**; real-time insights via live monitoring; **reduced physical security guard costs**; remote operability, visibility and flexibility; **generation of automated alerts on a mobile dashboard**; improved interoperability; **standardization and adherence of SOPs**; superior safety and security.

India's highly acclaimed eSurveillance system **ACTIVEDETERRENCE™** 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.



# 3

## THE RESULT

We protect what matters most to you

# The Result Speaks For Itself

Within a short time of installation of **ACTIPERIMETER™** the following benefits were observed:

- Entire truck parking streamlined within first month which was previously haphazard.
- Saved 40 - 50% of security guard costs by reducing number of guards on site.
- Securens successfully detected and deterred a suspicious incident (intrusion) at night

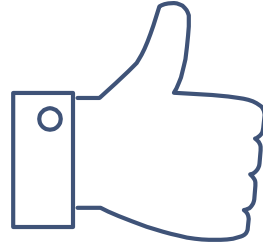
- Past images & video footage were provided on request.
- Employee efficiency increased as they know they are under surveillance.





10,531

Total number of incidents / crimes  
**DETECTED & DETERRED**  
in India by Securens till Sep 2019.



# THANK YOU

**Any questions?**

Contact a surveillance expert today

[marketing@securens.in](mailto:marketing@securens.in)

[www.securens.in](http://www.securens.in)