



## Securens Systems Private Limited

Sunil Udupa  
Chairman & Managing Director

### **Please give us a brief overview about your company, product profile and operations in India.**

Founded in 2011, Securens Systems Pvt. Ltd. has rapidly emerged as India's leading electronic surveillance company, designing and delivering bespoke surveillance solutions and managed services for a wide range of commercial, private and public-sector markets. Securens is the pioneer in live monitoring video surveillance systems in India. We are headquartered in Mumbai and operate across 22 states with 28 offices nationwide. Today, Securens is an award winning globally-recognised 360° eSurveillance solutions provider, protecting over 25,000 sites monitored live with our proprietary ACTIVE DETERRENCE™ technology and affiliated services.

### **How has the Electronic Surveillance market shaped up in India?**

The rapid economic growth can potentially lead to great opportunities for the video surveillance market. The introduction of several government schemes and increased expenditure on security, along with infrastructure development and software development, etc., have been the major market drivers for the video surveillance market. The implementation of Smart City plans, traffic surveillance and security in educational institutions, railways and hospitals are areas where the government is seeking to bring in reforms. The Indian surveillance market, therefore, has ample opportunities for growth and advancement. On the other hand, there are certain challenges in terms of an unstructured Indian market and cost effectiveness for available products, which may hinder the market growth. Research suggests that India's video surveillance market is projected to grow at a CAGR of nearly 13% during 2017-2023.

### **What is your outlook for the next 2-3 years?**

The need for video analytics, business intelligence and personalized solutions has further spurred the demand for intelligent video surveillance systems among consumers. With Securens ACTIVE DETERRENCE™ video surveillance solutions gaining popularity and trust in the market, especially in banks, retail outlets, commercial offices, residential societies, factories, warehouses, educational institutes, etc., to protect human life, infrastructure and enhance security in their compounds, we are well-poised to grow exponentially. With the aim of preventing crime before it happens, Securens provides live (real time) and alert based surveillance monitoring, business intelligence, video analytics and best practice models to protect and safeguard property and assets from internal and external threats.

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 smart video surveillance solution, ACTIVE DETERRENCE™, thereby uniting surveillance systems and enabling multiple levels of monitoring and control from a single reliable platform - India's highly acclaimed Central Monitoring Station (CMS) by Securens. This is where intelligent surveillance monitoring and control integration can offer real benefits. Safety is everyone's concern, but it's our business, and we protect what matters most to you.