



Mr. Sunil Udupa
Securens Systems Pvt. Ltd

An Exclusive Conversation with Mr. Sunil Udupa

Enhancing your brand image and adherence to brand SOP's is crucial, now made easy with expert E-Surveillance solutions powered by Securens. Securens offers a suite of customised and result-driven services that monitor restaurant premises day and night to keep a check on its cleanliness and staff behaviour, thus enabling restaurateurs to run a safe and efficient business.

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

Securens Systems Pvt. Ltd. is a new age Internet of Things (IoT) company with a vision of being the largest provider of Electronic Surveillance (E-Surveillance) services in India. Securens offers distinctive Monitored Intrusion Alarm Solutions to meet the need of high-value asset protection of its clients. Securens solutions are centred around the concept of 'Active Deterrence' where a 'Crime is Prevented Before it Happens'.

Securens' unique Active Monitoring Services reduces crime and property damage by integrating the latest Alarm Technology with On-Site Surveillance Systems, thus enabling the use of powerful Video Verification and 2-Way Voice to actively deter a crime incident. Leading Indian PSU/Private/Multinational Banks, cash vans, retail outlets, quick service restaurant (QSR), warehouses, commissaries, logistic vans, gems & jewellery and health & beauty businesses use Securens' solutions to protect their assets and information.

The top trending products are ACTIDETER, ACTIINFRA, ACTIHEALTH, ACTICARE and ACTIHYGIENE which are end-to-end solution for any enterprise.

ACTIDETER

Detect and Deter crime

Active Deterrence not only detects crime on a real-time basis as it happens, but also proactively prevents it from happening by using Video Verification and 2-Way Audio System. It is best suitable for Large Retail Outlets, Bank Branches, Warehouses, Commissaries and other large premises.

ACTIINFRA

Helps to reduce your energy bills by at least 10%

Managing energy consumption has always been a challenge for any organisation and the energy bill amounts to huge cost component in operations expenses. ACTIINFRA Services helps you to monitor, manage and optimise energy consumption.

ACTIHEALTH

Supply & health check-up of surveillance systems

The service aids in supply, installation and commissioning of all surveillance equipment on a PAN India basis along with comprehensive AMC and ACTICARE on a SaaS model. It aids in enabling preventive measures on the working conditions of the surveillance systems which help during the time of forensic analysis.

ACTICARE

Health check-up of your existing surveillance systems

The service ensures online health of your surveillance equipment twice a day and providing comprehensive AMC for all equipment on a PAN India basis.

ACTIHYGIENE

Monitor your brand SOP& employee behaviour

The service ensures adherence to Brand SOPs parameters of a retail outlet, employee behaviour to help you understand 'How well your customers are treated' and video housekeeping to monitor housekeeping personnel and whether the outlet is constantly cleansed or not.

With a state-of-the-art monitoring centre at Navi Mumbai, Securens maintains vigilance of 21,000+ sites in India.

Who are the target audience of your products in India and are they showing promising growth & healthy demand for your products?

Considering the scenario today, we believe each and every sector is ready to adopt E-Surveillance.

E-Surveillance needs a special attention for each and every segment, be it retail, logistics, banking or real estate. However, currently, our major revenue comes from BFSI sector. The increase in number of theft and ATM burglaries has raised an alarm for an adequate E-Surveillance system for bank, ATMs and Financial institutions.

Today, we are E-Surveillance partner to not only to leading Banks but also top Retailers in India providing them E-Surveillance solution and the demand is growing. Our services are customized for each of our customers and it is not restricted to traditional surveillance methods. We have been associated with our customers who have shown a significant growth in terms of their business post our services. We have many such successful customer case studies that establish the healthy demand of our solution.

In view of recent burglaries at Gold Loan firms, Securens powered by its years of domain expertise has designed a unique & credible E-Surveillance Solutions. This solution is customized for Gold loan companies and Jewellery stores.

What are the applications of your products in Food & Beverages Industry?

We forayed into F&B in 2016, considering the demand for technology in this fastest growing sector. Our products ACTIHYGIENE, ACTIHEALTH, ACTICARE are dedicated to restaurants and QSR space. As hygiene is important aspect to build the brand and its goodwill. Securens helps such fast growing QSRs and companies by the financial model where we provide lease option which enable companies to conserve capital for future growth.

Any QSR brand promises its guests to serve a great meal quickly. Through unique and impactful ACTIHYGIENE services tailored for QSRs, Securens monitors the outlets SOP including cleanliness of QSR premises, keeps a check on its staff and customers, to enable QSR owners to live up to their promise of serving customers with a smile. Our solutions for F & B industry is customised to control the hygiene and keep an eye on the walk-ins. Our regular business intelligence reports and analytics enable our customers to recognise the pain area and identify the need.

How important is to take a surveillance of activities nowadays, especially in restaurants & bars?

Enhancing your brand image and adherence to brand SOP's is crucial, now

made easy with expert E-Surveillance solutions powered by Securens. Good food, ambience and service are the important pillars to run a successful restaurant business. The brand image of restaurants and bar or any QSR is highly determined by its hygiene and customer services. More than any marketing tools word of mouth works for them very well. A human monitored system can be faulty sometimes. It can also miss on minor things that are unavoidable by people who come there to pay and enjoy the leisure. Hence there is need of not only surveillance but a solution that can study the daily detailed activities. Securens offers a suite of customised and result-driven services that monitor restaurant premises day and night to keep a check on its cleanliness and staff behaviour, thus enabling restaurateurs to run a safe and efficient business. Moreover, in the competitive world today, Surveillance information provides business owners a competitive edge over their counterparts in the domain.

How successful is your R&D department for developing new surveillance systems for Food & Beverages Industry?

We believe that R&D (Research & Development) plays a critical role in the success of a business. R&D contributes significantly to sustainability of our business. It provides an environment for creativity and innovation to flourish.

Our suite of customized service solutions are a result of our R&D, adapting to futuristic engineering and technology. Our foray into F&B sector is successful today because of innovative breakthrough by our hardworking R&D team.

What are the latest achievements of the company and future plans?

Increase in customer base, market penetration and foray into new sectors have been our biggest achievements. We are proud partners to QSR Outlets with us such as Dominos, The Beer Café, and McDonalds to name a few.

In our mission "To detect and deter crime" our vision is "To be India's most valued E-Surveillance Company by the year 2020.