

INDUSTRIAL SAFETY REVIEW

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Sparsh : A cognitive technology revolution in security industry

An Exclusive Interface with
Mr.Sanjeev Sehgal -MD
Sparsh

Electronic Security
& **Protective Technology**
Special



IN FOCUS

An Exclusive Overview of Technology Trends of Electronic Security & Protective Technology Industry (Refer Pg.04)

Sparsh : A cognitive technology revolution in security industry

Largely driven by the sales of CCTV, biometric applications and proximity systems, large and small-sized enterprises have begun to fuse in new systems and technologies to the existing security methods. By doing so, they hope to avoid wide-scale replacement of traditional legacy systems and ensure better security standards. India, which is perpetually under the threat of terrorism and security breaches, has started adopting various security technologies in a big way. **INDUSTRIAL SAFETY REVIEW** is in interface with Mr.Sanjeev Sehgal, MD of Sparsh for taking up an overview of the security industry.

Q.Sparsh has gained remarkable positioning in the security industry; please share some of its milestones & achievements?

Sparsh has revolutionized the security market in India by being the India's first firm to focus on indigenous design and manufacture of technologically advanced electronic security devices. We have a history of firsts with the company.

Few of them are :

- i.** First Indian company to manufacture CCD board camera in Technical Tie up with Sony Electronics (Singapore) Pte Ltd..
- ii.** First Indian electronic security equipment manufacturing company to go green-Manufacture RoHS certified products.
- iii.** First Indian electronic security equipment manufacturing company to get CE,FCC and EMC certifications for its products.
- iv.** First Indian company to launch Omnisurv-Surveillance on Mobile
- v.** First Indian company to manufacture Sharp CCD board camera in Technical Tie up with Sharp Electronics (Singapore) Pte Ltd..
- vi.** First Indian security equipment manufacturing company to manufacture remote operated switchers.

In the journey to achieve the



*Mr.Sanjeev Sehgal, MD
Sparsh*

above milestones sparsh got below recognitions:

- i.** Indiamart-ET Now "Leaders of Tomorrow" Award in Electrical and Electronics category for getting recognition for security as an industry in

the SME segment.

- ii.** Awarded the EFY "Best Security System" company twice in a row-2009 and 2010 .
- iii.** Elcina- Dun & Bradstreet Award for

Entrepreneurial Excellence, 2009.

iv. Frost & Sullivan Award for “Entrepreneurial Company of the Year 2007- CCTV” award

Q. Could you brief us about overall business activities of Sparsh (tie-ups, associations, reach, network)?

Sparsh’s vision is to put India on the global map for designing and manufacturing high quality and technologically advanced electronic security equipment. Sparsh attracted recognized global companies like Sony, Sharp, etc to get into technical alliance for designing and manufacturing CCD cameras in India.

Sparsh has a PAN India network with more than 500 resellers comprising of franchisees, distributors, dealers, channel partners, system integrators and OEMs.

Q.Can you elaborate more about the product portfolio & it’s applications?

Our product portfolio includes:

- CCTV Camera
- Digital Video Recorder – PC Based & Standalone
- IP Camera
- Switcher
- Guard Management System
- Digital Video Audio Monitoring & Broadcast System (DVAMBS - Combination of CCTV & PA system)
- Power Supply
- CCTV Accessories

Camera range starting from basic dome to IR to Speed Dome to Intelligent IR Speed Dome, Number Plate Reader camera specially designed for vehicle monitoring at night, hidden cameras like clock, PIR, etc.

All cameras are available in different resolutions starting from 420 TVL to 540 TVL with OSD.

Q. Which are the some of your pioneering products you introduced in the market recently or is there any plan to launch the new products?

Our pioneer products are:



Sparsh Infrastructure - Office Overview

1. Number Plate Reader camera with HSBLC to suppress vehicle headlights at night in order to efficiently capture the number plate of the vehicle.

2. We also have our pioneer product OmniSurv-surveillance on mobile which has the capability to stream live video on mobile with unmatched speed and clarity.

3. IR Speed Dome combination of intelligent IR LEDs intensity matching camera focus and original SONY zoom module with max 432X zoom.

4. We have recently launched our 64 channel Video Management Software for monitoring and recording IP Cameras. It would be soon offered free till 32 channels bundled along with Sparsh IP cameras. We are amongst the first few companies in the world to get the new Sony Effio-E design and are aggressively working on it.

It would have inbuilt latest features like Motion Detection, WDR, Masking, HSBLC, etc. We are planning to launch it somewhere in second quarter of this financial year.

Q.How do you account R&D activity in your company?

We have strong in house R&D teams- both hardware and software working separately on new hardware designs and on continuous up gradations of current products.

The software team is complimenting the hardware design team by developing software that is robust and scalable to match today’s security needs.

Q.Brief us about the quality policy for your business?

Sparsh is committed to continually improving the effectiveness of its quality management system and setting quality objectives and work plans. Moreover, we are committed to upgrading the capabilities of our technical and administrative staff through formal training and continuous technical quality awareness

We at Sparsh are: Customer Focused

- Satisfy our Customer’s Needs and Expectations
- Make Commitments we fully Understand and believe we can meet
- Meet all Commitments to Customers on time
- Performance Driven

- Verify that our Products and Services meet agreed Requirements
- Monitor, Benchmark and Continuously improve our Business, Products and Services, Organization and Employee's performance
- Continuous Product Up gradation through regular analysis, Market Feedback & Future Requirements.

Q. How do you foresee "India" as a potential market, what are the prospects?

India is a potential market and there is a huge hoopla about the Indian security market but still there exists a huge gap between what is actually needed and what is the currently being asked or supplied. There are very good future prospects but a lot of effort is needed on the customer awareness, which is a huge challenge.

Q.What are the distinguishing facts of global market as against the Indian market?

In India, customer is very price sensitive but at the same time need better quality in that price bracket. This is a new requirement which distinguishes the Indian market from the global market.

e.g. A simple cost-effective solution could be very popular in India rather than a smart high technology costly product.

Q.What are your strategies to improve the Sparsh's position in Indian & global market as well?

Our strategy is to focus on more innovative cost effective products without compromising on the quality. We see this strategy to best address the Indian market and we have been successful in doing so in the past few years.

We are aligning ourselves with global technological leaders in order to get access to latest technologies and innovations which would be helpful in addressing the global market with the same strategy.

Q.According to you what are the factors affecting to your business?

Incidents like 26/11 and more

proactive measures being taken by the government to address security concerns.

Needs support from Indian government to support manufacturing in India.

Q.What are the key technological trends that are driving the security industry?

IP with Video Analytics. More intelligent systems. Certain limitations which has seen HDCCTV, one of the new concepts gaining popularity.

Q.What is your vision for Sparsh ?

Vision:

To be a globally respected corporation providing state- of- the- art security solutions for a safer and greener world.

Mission:

- To innovate a sustainable security solution with convergence of newer technologies.
- To develop user friendly and customized security solutions.
- To meet the global demand with Value for Money products & services.

Q. What are the issues you need to address that are related to your industry?

Import of cheap non reliable Chinese products should be addressed. More focus should be put on manufacturing. Import Duty should be increased on the import of complete product and special incentive should be given for local manufacturing.

As per various surveys the import of electronic products would be more than oil import by 2020. This is an alarming

situation and an opportunity for Indian electronics manufacturing industry. There are no standardizations for the security equipment's and so product standardization is one of the key issues.

Legislations and govt. policies are required to make CCTV and other security devices installations compulsory for all.

Q.Sparsh has recently won the prestigious "Leaders of Tomorrow" Award, please tell us something about the award.

ET Now, a news channel for Economic Times the leading financial newspaper in India along with Indiamart for first time took initiative to recognize the future leaders in SME segment. They called in nominations online for various categories covering manufacturing as well as service sector. Then they shortlisted the 5 companies in all categories after valuating their documents and subsequent interviews.

The finalist were called for final interviews with jury consisting of industry leaders like Mr. Gautam Thapar, Mr. Kusharg Bajaj,etc. headed by Mr. Shiv nadar, the founder of HCL Group. We were shortlisted as one of the nominees for Electrical and Electronics Category.

The winners were announced and felicitated at a private function held in New Delhi by Hon'ble Home Minister Sh. P. Chidambaram.

Q. What significance does the award hold in the current Indian security market ?

We believe that this award will play a major role in development of Indian Security equipment Manufacturing. It was recognition of Security as an industry in SME segment. Latest report of Frost & Sullivan indicates that by 2020 India would be a preferred location for Electronics Manufacturing. World is looking at us for taking this lead and it all now depends on how we grab this opportunity to our strengths.



Consistent innovation mantra - Sparsh R & D Department