

Sparsh : Pioneering the surveillance technology business

Q. Please brief us about company's global reach & latest initiatives in industrial safety & security space?

Sparsh has revolutionized the security market in India by being the first India, It is firm to focus on indigenous design and manufacture of technologically advanced electronic security devices. It is a result of their focus on innovation and quality control that SONY Electronics picked Sparsh to design and manufacture CCD Board Cameras for the first time in India.

We have also started exporting, and apart from supplying to the neighboring countries of Nepal, Sri-Lanka and Bhutan we are also exporting to Vietnam, Kuwait, Italy and Belgium.

Q. What are the applications of your products in various industries? How do you plan to position these products?

Application Areas of CCTV cameras are a popular surveillance tool that is used to maintain security in a public place by monitoring the crowds and singling out any suspicious activity.

There are different types of CCTV cameras available in the market and these can be used as per the requirement of the place where the cameras are to be installed. Some of the popular types of CCTV cameras are IR Day/Night camera, Dome camera, Vandal Proof camera, Hidden camera, Box-c mount camera, wireless camera, or pan tilt zoom camera.

CCTV security cameras can be used for monitoring residential apartments, offices, airports, schools, construction sites, train stations and many other places. Here are some of the places where CCTV cameras can be most effective for surveillance and security purposes.

According to market requirement we have brought our complete camera range



*Mr. Sanjeev Sehgal, MD
Sparsh*

into three categories: Bravura-540 TVL OSD camera Series for HI end Market Segment, Elegant comprising of 450 TVL, 480 TVL and 540 TVL for HI & Mid Segment and eYe Comprising of 420 TVL and 480 TVL Cameras targeting low end Market Segment.

Q. What is the current scenario of industrial safety & security industry?

The Indian safety and security market had been growing at a modest rate over the past few decades. But, the

growing terrorist activities, coupled with increasing crime rates have driven up the domestic demand for effective security systems across the country. In this regard, use of closed circuit television (CCTV) or video surveillance, in particular, has emerged as the most viable solution that has gained significant momentum in the country.

Q. What are the future opportunities for industrial safety & security industry?

Increasing threats to global security,

constant desire for personal protection and acceptance of new technologies are offering the security surveillance equipment market limitless opportunities for the future. Changing attitude and perceptions about safety, security, comfort and preference for state-of-the-art technologies and integrated security systems has contributed to demand for safety and security Industry.

Q.As per your opinion, what are the technology transformations in safety & security industry over the years?

The surveillance industry is undergoing a transition. It's estimated that more than 90 percent of surveillance video cameras in use today are analog. Analog surveillance systems run coaxial cable from CCTV cameras to centrally located videotape recorders or hard drives.

Increasingly, the resultant video footage is compressed on a DVR to save storage space. The use of DVS systems is also increasing; here, the analog video is digitized, compressed and packetized in IP, then streamed to a server.

The transition to a completely IP-networked video surveillance market could be long and arduous. Although IP is a well-known technology, many in the video security market are still unfamiliar with things like adding IP addresses, dealing with quality-of-service, installing routers and getting help from IT departments. And there are "no standard ways to hook up video cameras to video management systems."

Q.What are the distinguishing factors in comparison of Indian against the global safety & security industry?

Although, the industry still has a long way to go to match the standards of the developed world, the electronic security industry, which is largely import based, is fast expanding and is estimated to be close to US \$350 million (Rs.1575 crores). It is expected to grow conservatively by about 26%. However, budgets are being set aside and more emphasis being laid on the provision and up-gradation of



Sparsh Infrastructure – Manufacturing Facility at Haridwar

the electronic protection measures. The future indeed appears to be rosy.

Q.Please comment on how can the Indian safety & security industry become globally competitive?

To ensure a healthy growth, the security industry must follow some quality certifications. While standards should be formulated for equipment, suppliers and installers should be certified as per their performance and professionalism.

The market is in a mess. If it is to improve to attain an industry status, the crying need is for self-realization and commencement of accreditation programmes sponsored within the industry by brand leaders to bring the skills and maturity levels to world standards.

Q.Could you brief us about your topline product range? What are value added services you provide to your customers?

Starting with the basic board camera of 420 TVL, today we manufacture 450 TVL, 480 TVL, 540 TVL, and 540 TVL with OSD at the high end, comparable to Samsung and LG with high-end features like HLBSC, privacy masking, selective BLC etc. We are trying to cater to both

ends of the market, the basic as well as the high-end, so we have the complete range of products.

Q.What are your future plans to maintain substantial market positioning in industrial safety & security space?

As always our focus is on continual development of new products and enhancement of existing products. We plan to launch various new products in the near future. The introduction of these new products and technologies will further strengthen our position as market leader in electronic security industry.

Q. What are your plans for your company to maintain trailblazer position in industrial safety & security industry?

We have culture of setting trends in Indian Security Manufacturing Industry. It was recognition of our efforts that we won the "Leaders of tomorrows" award by ET-Indiamart last year for the category of "Electrical and Electronics". It was also a recognition of Security Industry in "SME Segment". Our vision is to put India on the map of World Security Market and we are working very hard to make this vision a reality.