

“Sparsh strengthens its Pan India presence”

Sparsh™, India’s Premier CCTV Security Company, has expanded its network by opening Branch offices in Mumbai, Bengaluru, and Nagpur.

This expansion follows Sparsh’s plan to serve key market around the country locally with Branch offices now in Nine Major Cities.

Sparsh also opened its exclusive service centre in Coimbatore to Provide faster Service and Support for South Indian Customers.



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SECURITY & PROSPERITY FOR ALL

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Editorial: Indian CCTV Market Analysis

With rapidly increasing urbanization and economic liberalization, the criminal activities at different levels of the society have become a common practice in India. Moreover, the growing incidences of terrorist attacks have significantly changed the perception of Indian consumer for better and advanced safety and security needs. The frightening terrorist attack in Mumbai on November 26, 2008 indicates to a clear need of deploying and upgrading security equipments to modern and hi-tech across the country.

Closed Circuit Television (CCTV) has emerged as the most viable solution for security surveillance in the Indian electronic security market, says our latest research report “Indian CCTV Market Analysis”. The research has estimated that the Indian electronics security market valued around Rs. 1600 Crore in 2008 and CCTV

accounted for more than a third of this market. This segment has been growing at a much faster rate than other segments such as access control, intrusion alarm or fire detection alarm.

Our end-user analysis points out that at present the government/public sector demand remains high for overall security systems followed by industrial and commercial sector. However, it is found that the demand for electronics security systems from residential sector will outpace the growth in other end-users segments. Special events such as Commonwealth Games 2010 will also add growth to the Indian CCTV market, which is forecasted to grow at a CAGR of more than 34% during 2010-2012.

COMPANY MILESTONE

Sparsh Received EFY Best Security System awards Two years in a que.

Wins ET Leaders of tomorrow awards.

Launched "Sparsh Secure" 1st exclusive video surveillance outlet for Sparsh.'s products

Sparsh received SE1A Credit Rating for Highest Performance capability; High Financial strength. Prospects of performance are the highest and the entity has high capacity to meet its financial obligations.

New Service center at Coimbatore.

Opened three new Branch ofices at Mumbai, Bangluru & Nagpur.

Sparsh has Launched 'omnisurv' Next Generation Video surveillance solution.

Launched India's 1st Genuine Hindi based DVR

Launch of "Bravura" series of 540 TVL OSD camera.

Launched Laser Speed Domes & Domes with original Sony Zoom Module.



From MD's Desk

"The Security & Surveillance industry has grown, markets have become more competitive, we have grown along with the demands and the expectations of the customers. "

Dear Industry Colleagues & Valued Customers

I am absolutely delighted to pen this note today and my mind just travels back in time to the days when we started off our operations. We had a vision to be a new market leader, be proactive, professional and innovative.

It's been almost 9 years since we came to being. Much has changed since then; the Security & Surveillance industry has grown, markets have become more competitive, we have grown along with the demands and the expectations of the customers.

As we moved ahead in our journey towards supremacy, the challenge seems to become far more daunting in its own way. It also helps us to innovate and

Improve ourselves continuously strengthening our resolves to tread the difficult path with greater conviction. 2010-2011 has been relatively good year for our company. We have been able to meet our targets, add in new products; streamline the after sales service thus adding complete experience for

our customers. This year we opened three new branch ofices at Mumbai,

Bangaluru & Nagpur and also opened a service center at Coimbatore. This year we have also tied up with SHARP Electronics- they have given us the technology just as SONY Electronics did making us the 1st Indian company to manufacture SHARP based camera.

In keeping with the changed times and expectations, we at Sparsh, not only believe in meeting your expectations better but also continuously aspire to serve you better through our products and services.

I acknowledge the sincere efforts of the management

all levels for their team spirit, dedication and commitment for successful operation of the Company.

I now look forward to an everlasting relationship with you and rededicate our commitment towards quality, service and customer support.

Sanjeev Sehgal
Managing Director

This year we have also tied up with SHARP Electronics

Business Transforming & Accolades

Sparsh retains the prestigious EFY Award 2010 for Best Security System.



Sparsh wins the prestigious 'The Leaders of Tomorrow Award' for Electrical and Electronics category.



Sparsh receive the ISO 9001:2008 Certification for Manufacture and Supply of Electronics Security System and Electronic Home Automation.



Sparsh received SE1A Credit Rating from Onicra for Highest Performance capability; High Financial strength.



New Launches

In an Initiative to create awareness, Sparsh has Launched First Genuine Hindi Based DVR.

Sparsh has brought its complete camera range 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..

Sparsh has also unveiled Its Video Management Software which support 64 Channel Live and 32 Channel Playback.

Sparsh has launched Explosion proof Housing to address area quite vulnerable of explosion like chemical plant National and State Border.

"Sparsh has brought its complete camera range into three categories"

BRAVURA

Elegant

eye



Ajit Aras, GM SESL

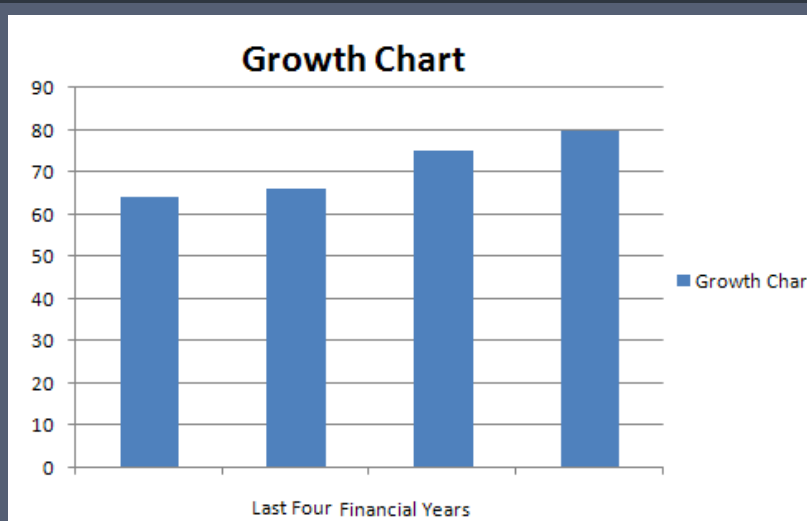
Sharp Electronics Singapore Pte Ltd., A wholly-owned subsidiary of Sharp Electronics, Japan has unveiled a new range of next generation security solutions in India in collaboration with its exclusive partner Sparsh at a seminar called 'The Art of CCTV' in New Delhi

Future Planning

"This fiscal we are planning to widen our product range by introducing new model of IP camera and Finger Print Reader in the Indian market."

We are increasing our DVR range with Multiple Hard Disk, D1 Resolution Model and Mobile DVRs"

Growing higher and higher



Sparsh is growing consistently at an average growth rate of 70% since Last Four years against the Indian CCTV Market which is Growing at 34% CAGR .

MD Sparsh at various Platforms

SecurityIndia, 2010 – “A preventive and not reactive Approach to Terrorism”

Mr. Sehgal Expressed his views on “Standardization of security and surveillance systems and equipments” at a Conference ‘National Security: The Role of Indian Inc’ organized by The Associated Chambers of Commerce and Industry of India .

Mr. Sehgal Expressed his though on “Market Driven Opportunities for Electronics Manufacturers-Security and Surveillance” at Electronics For You Expo,2011.



Sparsh proudly launched “Sparsh Secure”, first exclusive Video Surveillance Solution Outlet for Sparsh’s security and surveillance products. Sparsh’s vision is to bring security to the mainstream (Improve security for everyone) and make India as one of the top destination of choice for security product design and manufacturing. “Sparsh



Secure” is another step in making this vision a reality. Sparsh Secure Outlets are part of our strategy to roll out a new business based on Franchising. We are in active discussions and expect to rollout 25 more Sparsh Secure Outlets across the country..

Sparsh Booth at IFSEC 2010, Mumbai



Celebrating the essence of theme India, Sparsh designed its Pavilion with Tri-coloured flag that attracted a lot of visitors. Emphasizing on Made in India Security Prod-



ucts, Sparsh unveiled a range of Indigenous security solutions at par International standard.

Secutech Vietnam,2010

Over one hundred exhibitors took part in Secutech Vietnam, Vietnam's largest trade fair for security, fire and safety, held at Saigon Exhibition & Convention Centre



Sparsh Booth at EFY 2011, Pragati Maidan



EFY 2011 attracted over 300 exhibitors along with 10000 visitors from all over the country and neighboring countries like Sri Lanka and Bangladesh.

India Safe India's Security Magazine Covered Mr. Sanjeev Sehgal's, MD Sparsh Exclusive Interview.



News & Events

Electronics Bazaar, A Publisher of Electronics for You Published the Story of Mr. Sanjeev Sehgal



ET NOW presents IndiaMART Leaders of Tomorrow Awards 2010
Chidambaram Felicitates Entrepreneurial Excellence



Category	Winner
Overall Winner	Sanjeev Sehgal, Sparsh Secure
Regional Winner (South)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (West)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (East)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (Central)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (South East)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (South West)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North West)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (Central West)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (Central East)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East West)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East East)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East South)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East North)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East Central)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East West)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East East)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East South)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East North)	Sanjeev Sehgal, Sparsh Secure
Regional Winner (North East Central)	Sanjeev Sehgal, Sparsh Secure

ET NOW & IndiaMART.com has organized the Leaders of Tomorrow Awards, a unique initiative to recognize the finest entrepreneurial talent in the SME space.



Tech Summit, 2010 at Coimbatore



Sparsh has organized a dealers' orientation program called Sparsh Raj Cabletronics Tech Summit, 2010 at the Hotel Rathna Regency, Coimbatore. With its opening of service center at Coimbatore, Sparsh has strategically emphasized the importance of southern India in its plan to increase its Pan India presence.

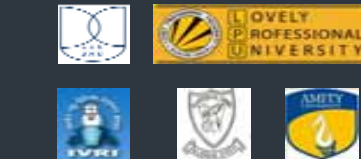
With the presence of more than two hundred dealers, this first-of-its kind orientation program has not only empowered the participants to know more about Sparsh's galore of security products but also enlightened them about various turnkey solutions.

Major Clientele

Banking sector



Educational Sector



Hospitality Sector



Media



Others

