

## PRESS RELEASE

### Sparsh Forays into Retail Domain

Samridhi Automations Pvt. Ltd. better known as Sparsh is proud to launch “**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 till the end of the year.

**Sparsh Secure** Outlets are targeted at changing how customers view and buy security products. Currently, security products in India are really viewed as black box devices. Today, customers have low awareness level for security products and technologies. As a result, majority of sales are made either through tenders (government and big businesses) or primarily on price (retail).

**Sparsh Secure** Outlets are expected to revolutionize how customers view security products and significantly increase awareness about security risks, security products and how they can help. Customers will now have an opportunity to evaluate touch-an-feel, see demos, and see full range of

products in operation before purchasing them. These stores will also enable customers to see technology designed and developed in India and how Sparsh products differentiate from its competitors. Customers will be able to make better purchasing decisions to meet their needs and move away from buying security products primarily based on price.



The **Franchising** model will be **win-win** for both i.e. Franchise and Sparsh and revolutionize the security market in India. Sparsh will be able to support its **Franchises** by increasing awareness and driving overall product demand and **Franchises** will be able to better serve end customers and thus drive the business. We expect the overall market for security products in India to grow substantially that will help both i.e. **Franchises** and Sparsh to penetrate deep in the market.

Sparsh is known as a trendsetter in the industry with a lot of firsts to its name including

- Focus on local design and manufacturing
- Focus on technologically advanced and high quality products (ISO certified)
- CCD Board Camera design and manufacturing in India
- Mobile video surveillance enabling surveillance anywhere, anytime
- 540 and 480 TVL hi-res camera manufacturing in India

Sparsh has raised the bar again by bringing another business innovation to the industry. Sparsh has been focusing heavily not only on customer needs but also on building a strong brand. As a result, Sparsh has been chosen as a partner of choice by leading International companies like SONY and recognized by various organizations like EFY, IISM, Elcina, Frost & Sullivan, and the Indian government.