



Micro Technologies (India) Ltd.

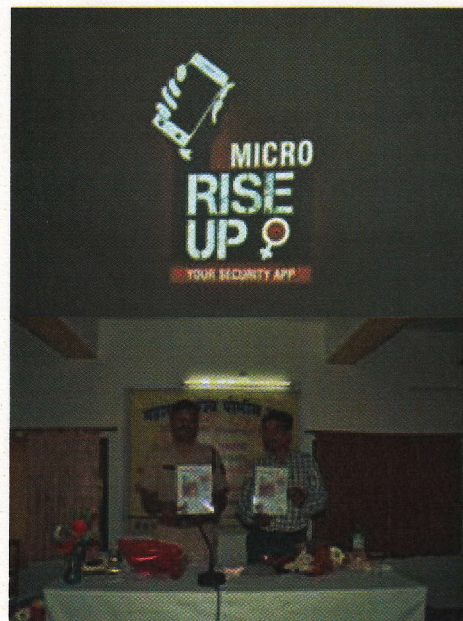
(An ISO 9001 & 27001 Company)

YOUR SECURITY IS OUR CONCERN

MEDIA RELEASE

MICRO TECHNOLOGIES LAUNCHES 'MICRO RISE UP' IN ASSOCIATION WITH MAHARASHTRA POLICE TO SAFEGAURD WOMEN & SENIOR CITIZENS

- Unique Location Based Application
- Sends SMS Alerts In Emergency
- Free Subscription
- Women, Police & NGOs Hail Initiative



Mumbai, January 14, 2013

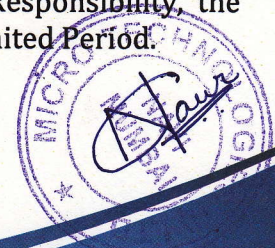
Micro Technologies (India) Ltd. (MTIL - BSE 532494 & NSE: MICROTECH), a leading global developer and marketer of security devices and solutions today announces that it has launched an innovative mobile application called '**Micro Rise Up**' in association with Maharashtra Police.

Keeping the Safety and Security of the Citizens of India and especially Women, Micro Technologies, launches an App specially designed to alert all the near and dear ones, when any person is in need of Emergency or Help. As part of the Social Responsibility, the Product is being offered with a Free Subscription to all the users for a Limited Period.

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The unveiling of **'Micro Rise Up'** attracted a large crowd comprising mainly women, NGOs and law enforcement agency officials from the district. The application enables women to protect themselves from potential assault or violence by getting immediate help or assistance in case of any emergency. The application enables women to protect themselves from potential assault or violence by getting immediate help or assistance in case of any emergency.

Announcing the launch Mr. Ajay Shitole from Micro Technologies said, "Micro Technologies has come out with a ready-to-use an effective solution to safeguard women. Micro Rise Up will provide them the much needed security in emergency."

Complimenting Micro Technologies on the timely introduction of **'Micro Rise Up'** **Superintendent of Police Mr. K M M Prasanna** said, "It is an essential application to safeguard the citizen of India especially women. In this initiative more than 750 women from the district attended and made the programme a grand success. I am sure that more women will come forward to make use of **'Micro Rise Up'** in large numbers. We need to have similar training on the application in other parts of the state so that more people will be benefited."

Women Associations have welcomed **'Micro Rise Up'** initiative and urged their fellow women to install the application to thwart imminent threats. Maharashtra Police are already in the vanguard in making **'Micro Rise Up'** known among the populace.

'Micro Rise Up' is a unique location based application which helps women/ elderly persons in any emergency to get instant help for protecting themselves and available free of cost. When the user dials "000", recipients will get alert SMS notification with GPS location information ideally enabled with defined map integration with the URL. User can add two recipients' mobile numbers in phone or choose contacts from phone book.

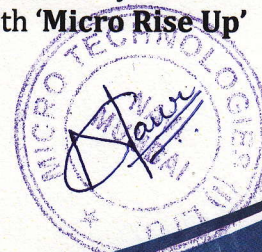
'Micro Rise Up' is compatible with smart phones running on Android & Blackberry. Product Website for free subscription www.microriseup.net

Hail Initiative

Police, Women's organizations and students have expressed keen interest in **'Micro Rise Up'** and welcomed the security application. Law enforcement agencies are also joining MTIL's mass campaign to raise awareness of the application. Many NGOs have come forward to spread the message and utility of **'Micro Rise Up'** among women.

Flick-of-the-Finger-tip

The moment a girl feels unsafe or has seen a stalker, she just needs to press '000' on her mobile phone that results in alert messages to predefined users. Predominantly aimed for female citizens, **'Micro Rise Up'** is also useful for society as a whole. With **'Micro Rise Up'**





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users can directly reach out to their family & friends in a few seconds and make them known of their whereabouts.

Untoward behavior against women is a crime against humanity. 'Micro Rise Up' will go a long way in eliminating horrendous crimes against female folks.

About Micro Technologies (India) Ltd.

Established in 1992, MTIL is a leading global developer and marketer of security solutions. It is an ISO 9001, 14001 & 27001. MTIL has already received certifications from prestigious national and international testing organizations like PESO, ERTL, EMC, SAIAS, ARAI. It has also recently received A Tick Mark & CB Certification from TÜV Rheinland an internationally renowned German Certification body. It may be recalled that MTIL R&D Unit was accorded the recognition by the Department of Scientific & Industrial Research (DSIR), Ministry of Science & Technology, Government of India.

Product line includes the much-needed security devices, life style and support systems and web-based software's. MTIL has a long track record of offering leading-edge security solution products. The company focuses on innovation, advanced technology and on making the life of people safe, secure and manageable in terms of security, time and money. The company has won many national and international awards for its growth and R&D. MTIL aims at displaying not just the technological innovation and prowess but also the product diversity in various segments of vehicle, premise, mobile and other assets. It is now vigorously entering the energy & health segments.



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