Feel Safe

December 18, 2014

The Manager
Listing Department,
National Stock Exchange of India Ltd.
'Exchange Plaza', C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051.

Fax No. 26598237 / 26598238

Stock Code - ZICOM

Ref: ISIN INE 871B01014

Dear Sir/Madam,

Sub: Press Release

We refer to our letter dated December 16, 2014, whereby we had attached press release of SAMSUNG Electronics, India, on the safety mobile application 'ZIMAN' developed by us, for safety of women, children and senior citizens.

In this connection, we are enclosing herewith Zicom's press release, which would appear shortly in the newsprint, for your information and record.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,
For **Zicom Electronic Security Systems Limited**

Kunjan Trivedi
Company Secretary

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CIN : L32109MH1994PLC083391

FROM :ZICOM FAX NO. :42904291 18 Dec. 2014 11:44AM P1

Press Release

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Zicom Unveils 'Ziman' Mobile Application for Safety of Women, Children & Senior Citizens Exclusively on Samsung Phones

Application features first 24X7 helpline equipped to handle emergency situations

Mumbai, December 18, 2014 – Zicom, a leading player in security solutions, today launched **'Ziman'**, a new mobile application aimed at helping women, children and senior citizens in India in any emergency and distress situation.

The new application will be made available exclusively to Samsung mobile phone customers who can download it from the Samsung GALAXY Apps Store. The safety application is designed to help susceptible sections of the society to quickly reach out for assistance during an emergency.

"With incidents of crime increasing every day, Zicom being the leader in the business of security, we took upon ourselves to create a unique app which will provide 24x7 response services to the victim when in danger besides informing the family members. In case of an Emergency, the victim is in dire need of immediate assistance which ZIMAN provides," said **Mr. Pramoud Rao, Managing Director, Zicom.**

"Samsung realises the importance of safety in the society. We are happy that Zicom is launching Ziman on our mobile phones," **Mr. Tarun Malik, Director of Media Solutions Center - Southwest Asia, Samsung Electronics, said.**

The unique in-built feature of this application includes a 24X7 dedicated security experts equipped to handle emergency situations. A victim can access the application to send emergency messages to friends and family even when the mobile phone is in locked mode. Through this app, the victim's location is traced by GPS and sent to relatives and friends. At the same time, a notification is also received by Zicom's Command and Control Centre. A distinctive Listen-in feature allows Dial-in to the victim's mobile phone without the attackers' knowledge and enables automatic activation of front and rear camera. Images, Videos and Voice Recordings of the victim and the attacker are uploaded on the server for the forensic evidence. These Images, Videos and Voice Recordings are also used by the Command and Control Centre to assess the situation, the victim is subject to.

Basic Features

On activation, the application enables the mobile to send emails and SMS alert to three emergency contacts with map pin and location. The alert can also be cancelled within 15 seconds of trigger and an "I am safe" SMS message is sent out to emergency contacts after punching-in the PIN. In addition, application displays map with nearby hospitals and police station locations. This version also provides city-specific news related to safety, security, weather alerts and security tips customized based on the city of the subscriber. An Automated Voice Call is made to all emergency contacts informing them about the incident.

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Paid Features

In the paid version, the victim gets assistance from our 24x7 Security Experts equipped to handhold the victim in an emergency situation. The paid version also includes sharing incident report with emergency responders like the police on request along with incident video, audio and photo storage.

ABOUT ZICOM GROUP:

Zicom Electronic Security Systems Ltd. is the leading electronic security brand in India. The Company offers a wide range of products and customized solutions including services in Intrusion and Burglar Alarm Systems, Access Control Systems, Fire Detection Systems, CCTV Surveillance Systems, Central Monitoring Station and Video Monitoring Station, etc., with focus on retail and SME sectors. Zicom has PAN India operations with service capabilities in 400 cities.

Zicom SaaS Pvt. Ltd., wholly owned subsidiary, offers security services to protect retail shops, bank branches, ATMs, residences, apartments and remotely located assets using state-of-the-art electronic security equipments and Command and Control Station located in Mumbai.

Unisafe Fire Protection Specialists LLC, Dubai, is a subsidiary of Zicom in U.A.E and has strong presence in Dubai and Abu Dhabi in the business of fire detection and protection in infrastructure projects. Unisafe Dubai offers wide spectrum of products and services in fire detection and protection, ranging from designing, supplying, installing and maintaining integrated fire protection system capabilities. Unisafe is associated with many iconic projects in U.A.E. in government and private sectors.

Phoenix International WLL, Qatar, is one of the leading fire security solutions providers in Qatar. Phoenix offers turn keys solutions in fire protection and suppression projects and it has license to operate in petrochemical sector. Phoenix has exclusive tie-up to market safety and security equipments of leading international suppliers. The portfolio of services offered by Phoenix covers design, engineering, integrating, testing and commissioning of Fire Safety, Security and Building Management Systems, with main focus on Fire Prevention and Protection.

For further information, please contact:
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