Feel Safe

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March 21, 2013

The Manager
Listing Department,
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'Exchange Plaza', C-1, Block G
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Mumbai – 400 051

Fax No. 26598237/26598238

Stock Code - ZICOM

Ref: ISIN INE 871B01014

Dear Sir/Madam,

Sub: Press Release – Remote Managed Electronic Security Services, Zicom's new growth engine

We are pleased to inform you that Zicom SaaS Pvt. Ltd., a wholly owned subsidiary of the Company, has adopted Remote Management Electronic Security Services as its future growth engine by pioneering a new category called "e – SaaS" (Electronic Security as a Service).

On this occasion, the Company has organized a Press Conference and issued a Press Release detailing the same. We enclose herewith copy of the Press Release for your information and record. The same is also made available on the website of the Company www.zicom.com.

Kindly acknowledge receipt.

Thanking you,

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

K Trivedi

Kunjan Trivedi
Company Secretary

Encl: as above

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Remote Managed Electronic Security Services, Zicom's new growth engine

Mumbai, March 21, 2013 – Zicom SaaS Pvt. Ltd. (Zicom SaaS), a wholly owned subsidiary of Zicom Electronic Security Systems Ltd. has adopted Remote Management Electronic Security Services as its future growth engine by pioneering a new category called "e – SaaS" (Electronic Security as a Service).

Concept of "e-SaaS" has evolved from various modern age developments like rapid urbanization in India along with the growing security issues, resulting in increased demand for security services. Customers desiring more value added services like Business Intelligence, Loss Prevention, Comfort and Convenience etc. to be bundled with their Safety Security Systems, resulting into All-in-One Solution Package. Further, the rapid proliferation of the internet and mobile in India has created an environment where customers now seek control over security and safety at anytime, from anywhere.

Taking-up this challenge and keeping with its pioneering spirit, Zicom, India's pre-eminent security company had launched its suite of eSaaS services. These services, using the power of cloud technology and internet; uses convergence of Telecommunication, IT and Security to offer e-SaaS, which finds traction in Retail, BFSI, Educational Institutes, SOHO and Housing Societies.

Besides providing safety and security, Zicom's e-SaaS services also provide ROI (Return on Investment) to its customers by giving business intelligence. The services are delivered based on a unique business model, where the customer has only to pay a monthly subscription without incurring significant Capital Expenditure.

This unique e-SaaS services introduced first time in India from Zicom has met with overwhelming response in a short span of just 1 year, which is evident from the score of 7000 + customer accounts, making it one of the fastest growing services within Zicom and the security industry in India.

Commenting on the progress made by Zicom, Pramoud Rao, Managing Director of Zicom said *"We at Zicom believe in making lives safe and secure. We also want businesses to maximize on their investment in security systems by leveraging them to achieve business objectives. Our eSaaS services have been developed keeping in mind the Indian environment in terms of connectivity, cost sensitivities and value for money. Organizations and individuals who have adopted our services have already realized significant benefits without having to pay an arm or leg for it."*

Given the rapid adoption of eSaaS services, India can now look forward to safe and secure times.

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About Zicom Electronic Security Systems Limited

Incorporated in 1994, Zicom is a pioneer and leader in the field of Electronic Security in India. With over Rs. 450 crores in annual sales, operations in over 5 countries, 400 cities in India and over 1 million customers, Zicom is today synonymous with Electronic Security in India.

In less than two decades of its existence, Zicom has established itself as a leader in the security domain, introducing distinct innovations that the rest of the industry has followed.

Zicom has been the first Indian Electronic Security Systems Company to:

- Be listed on the Indian Bourses in 1995.
- Introduce 24 x 7 Zicom Command Centre (ZCC) in 1995.
- Introduce wireless security equipments in the home and retail segment.
- Introduce Security Services called SaaS (Security as a Service).
- Launch SaaS Enterprise a holistic approach towards Security Resource Planning (SRP) offering Safety and Security, Business Intelligence, Loss Prevention, Comfort and Convenience.