Feel Safe

December 16, 2014

The Manager
Listing Department,
National Stock Exchange of India Ltd.
'Exchange Plaza', C-1, Block G
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Mumbai – 400 051

Fax No. 26598237/26598238

Stock Code - ZICOM

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Dear Sir/Madam,

Sub: Press Release

We enclose herewith Press Release issued by SAMSUNG Electronics, India, to launch 'ZIMAN' mobile application developed by Zicom for safety of women, children and senior citizens.

Kindly take on record and acknowledge receipt of the same.

Thanking you,

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

Kunjan Trivedi
Company Secretary

Encl: as above

Samsung Unveils 'Ziman'Mobile Application for Safety of Women, Children and Senior Citizens

- *Application features first 24X7 helpline equipped to handle emergency situations*
- *Partners with Zicom, a leading player in security solutions*

New Delhi, December 15, 2014 – Samsung Electronics in association with Zicom 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 from Samsung Mobile Solutions Center has been developed by Zicom, a leading player in security solutions. The safety application is designed to help susceptible sections of the society to quickly reach out for assistance during an emergency.

"*Samsung takes the ownership of being a responsible organisation and realises the importance of safety in the society. By introducing this unique application, we aim to provide help and assistance to people in any uncalled and unwanted situation. The application is equipped with features, which provides quick help when activated. We thank Zicom which has partnered with us and supported in developing this innovative application,*" **Mr. Tarun Malik, Director of Media Solutions Center - South West Asia, Samsung Electronics, said.**

The application is available in two versions – **Basic** and **Paid.** 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 and 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 Recording of the victim and the attacker is 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.

Mr. Pramoud Rao commented "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 Emergence, the victim is in dire need of immediate assistance which ZIMAN provides."

Basic Features

On activation of the application, the alert button goes from Red to Green. It enables the mobile to send emails and SMS alert to three emergency contacts with map pin and location. The alert can be cancelled within 15 seconds of trigger and a "I am safe" SMS message to emergency contacts can be sent 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.

Paid Features

In the paid version, the victim gets assistance from our 24x7 Security Experts equipped to handholds 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.

Price

The Basic version of Ziman is free, while paid version of the application with advanced features can be bought at a price of INR 600 a year. However as a special gesture Samsung is offering ZIMAN free to its customers currently.

About Samsung Electronics Co. Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US$216.7 billion. To discover more, please visit www.samsung.com.

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