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6Wresearch understands the growing need of the client and thus focuses on emerging market to provide our customers a product which can fulfill their need of entering into particular geography or new segment. We specialize in niche market and emerging geography to enable our clients to find out profitable investment opportunities and maximize his return by getting an early mover advantage.

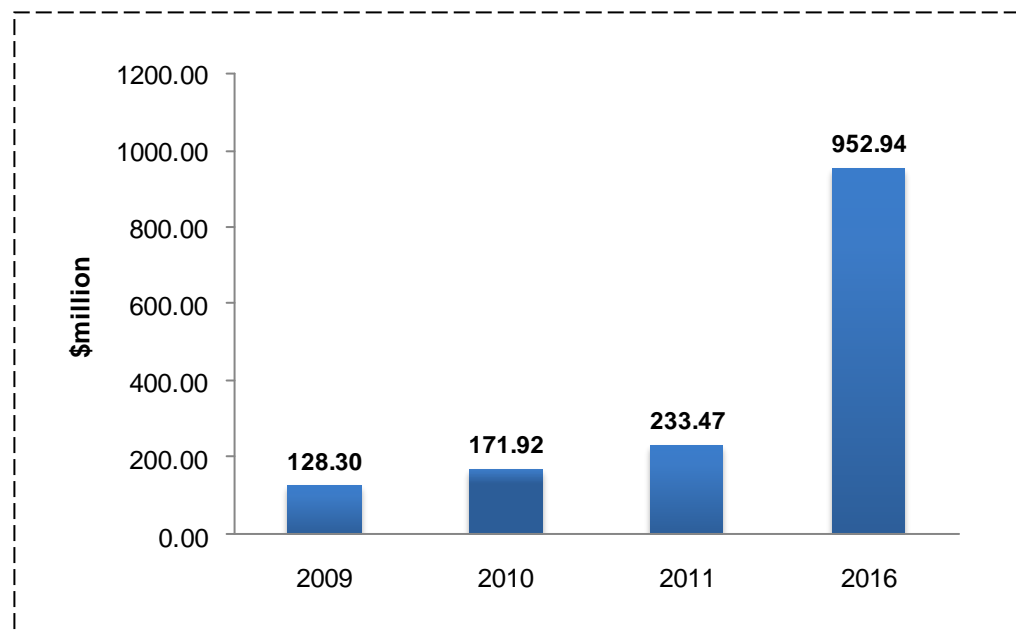
EXECUTIVE SUMMARY

The video surveillance market in India has evolved significantly over the past two decades, but has seen significant changes in its market dynamics especially after 2008 Mumbai terrorist attacks. Post 2008, the Government of India has taken several initiatives to install intelligent security systems such as video surveillance systems. The video surveillance systems are now getting deployed across industry verticals namely, government & transportation, banking & financial, retail, commercial, industrial and residential.

The rising infrastructure, government initiatives & funding, rules & regulations, increasing terrorist & criminal activities are the few factors that have spurred the market for video surveillance in India.

FIGURE 1

INDIA VIDEO SURVEILLANCE SYSTEMS, MARKET REVENUE 2009-2016 (\$MILLION)



Source: 6Wresearch

According to 6Wresearch, the India Video Surveillance market generated \$233.47 million in 2011 and is expected to reach \$952.94 million by 2016, with a CAGR of 32.49% from 2011-2016. Dominated by analog surveillance systems, the market is now evolving towards IP surveillance systems. IP surveillance systems accounted for XX% of the market share in 2011 and are expected to grow with a CAGR of XX% from 2011-2016.

In 2011, government & transportation accounted for the largest share i.e. XX% in the overall market and is expected to grow with a CAGR of XX% for the same period. On the other hand, in regional market Northern India contributes maximum towards market revenue.

1.1 VIDEO SURVEILLANCE VERTICAL MARKETS: OPPORTUNISTIC MATRIX

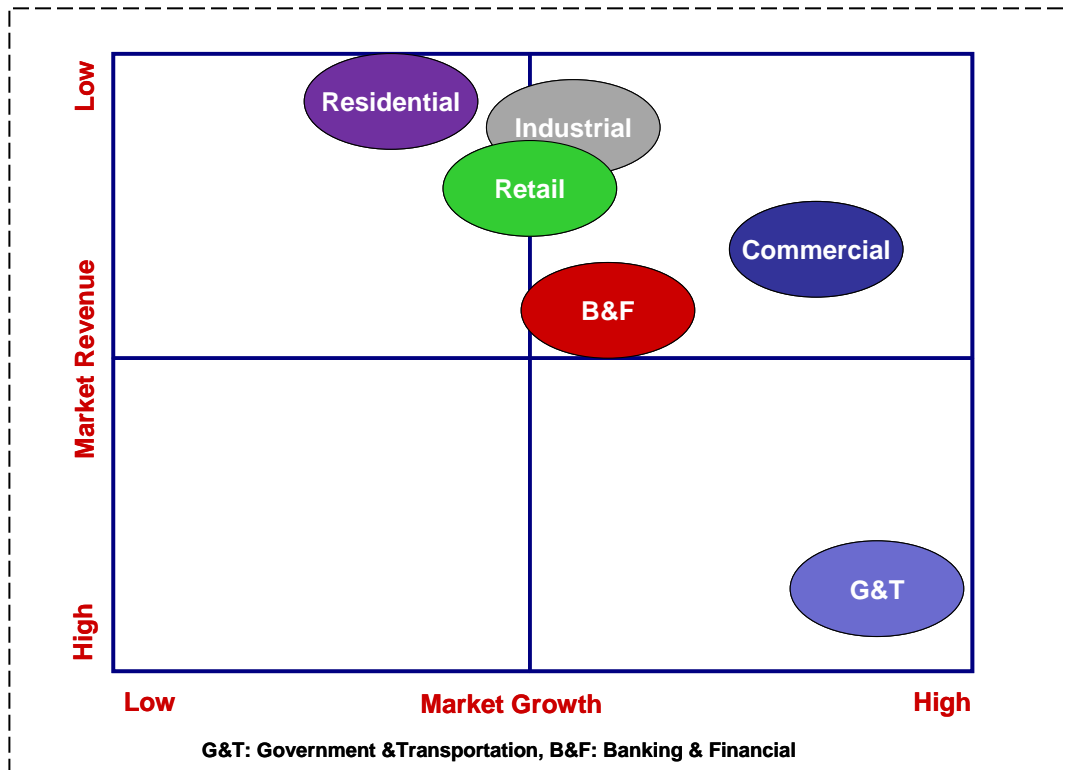
In the present market scenario, Government & Transportation vertical has dominated the India video surveillance market, accounting for around XX% of the market share in the overall market in the year 2011. The government initiatives to enhance the security systems, deployment of intelligent surveillance systems, increasing government spending towards security, dwelling infrastructure has resulted for the installation of surveillance systems in this vertical.

In order to meet the security demand the Indian Home Ministry has allocated \$100 million that will be used for the installation of surveillance systems. In Government and Transportation vertical, homeland security segment is expected to see maximum deployment. It is expected that Government and Transportation vertical is expected to grow with a CAGR of XX% from 2011-2016.

Banking & Financial vertical is another major vertical in India video surveillance market. The establishment of banking & financial institutions across nation has created the demand for surveillance systems. Another prime reason which is driving its market is that, Reserve Bank of India has mandated the installation of surveillance cameras in each ATM. It is expected that banking & financial vertical is expected to grow with a CAGR of XX% for the same period.

FIGURE 2

MARK-TUNITY MATRIX



Source: 6Wresearch

In terms of market opportunity, Government & Transportation vertical holds maximum potential and is expected to drive future video surveillance market in India. Increasing government spending to deploy intelligent security systems at government institutions, public transport, etc is expected to catalyze this market.

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