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India Electronic Security Market Outlook to 2018

- IP-based Video Surveillance and Integrated Solutions to Drive the Future

TABLE OF CONTENTS

1. India Electronic Security Market Introduction
2. India Electronic Security Market Value Chain
3. India Electronic Security Market Size by Value, FY'2008 – FY'2013
4. India Electronic Security Market Segmentation
 - 4.1. By Organized & Unorganized Sector, FY'2008-FY'2013
 - 4.2. By Type of Products, Video Surveillance, Fire Alarm, Access Control, Intrusion Alarm and Intercom, FY'2008-FY'2013
 - 4.3. By End User Markets, Residential and Non Residential, FY'2008-FY'2013
 - 4.3.1. India Non-Residential Electronic Security Market Introduction and Market Size, FY'2008-FY'2013
 - 4.3.1.1. India Non-Residential Electronic Security Market Segmentation By End-User Sectors, FY'2013
 - 4.3.2. India Residential Electronic Security Market Introduction and Market Size, FY'2008-FY'2013
 - 4.4. By Type of Distribution Channels, FY'2013
 - 4.4.1. Distribution of Dealers in the Residential and Non-Residential Market of Tier-I, Tier-II, and Tier-III Cities, FY'2013
 - 4.5. By Type of Services, FY'2013
 - 4.6. By Technology, Building Automation Systems, Sensors, Automatic Identification Technology and Systems Integration, FY'2013
 - 4.7. By Regions, FY'2013
5. India Video Surveillance Market Introduction
 - 5.1. India Video Surveillance Market Size, FY'2008-FY'2013
 - 5.2. India Video Surveillance Market Segmentation
 - 5.2.1. By Technology, FY'2011-FY'2013
 - 5.2.2. By End Users, FY'2013
 - 5.3. Market Share of Major Players in India Video Surveillance Market, FY'2013

- 5.4. India Video Surveillance Market Trends and Developments
 - Mobile Video Surveillance Leading Growth
 - Growing Applications for Video Surveillance as- a- Service
 - Remote Video Surveillance Gaining Momentum
- 5.5. India Video Surveillance Market Future Outlook and Projections, FY'2014-FY'2018
 - Error! Bookmark not defined.**
 - The Challenges Ahead For Video Surveillance Market
- 6. India Fire Alarm Systems Market Introduction
 - 6.1. India Fire Alarm Systems Market Size, FY'2008-FY'2013
 - 6.2. India Fire Alarm Systems Market Segmentation
 - 6.2.1. By End Users, FY'2013
 - 6.3. India Fire Alarm Systems Market Trends and Developments
 - Growing Demand for IP-Based Fire Alarm Systems
 - Surging Market for Multi-Criteria Fire Detectors
 - 6.4. India Fire Alarm Systems Market Future Outlook and Projections, FY'2014-FY'2018
- 7. India Access Control Systems Market Introduction
 - 7.1. India Access Control Systems Market Size, FY'2008-FY'2013
 - 7.2. India Access Control Systems Market Segmentation
 - 7.2.1. By Technology, Proximity Card, Smart Card, Biometric, Swipe Card, FY'2008 & FY'2013
 - 7.2.2. By End Users, FY'2013
 - 7.3. India Access Control Systems Market Trends and Developments
 - Smartphone Access Control Technology Gaining Momentum
 - Integration of Physical and Logical Access Control Solutions
 - Rapid Growth of Biometric-Based Access Control Systems
 - 7.4. India Access Control Systems Market Future Outlook and Projections, FY'2014-FY'2018
- 8. India Intrusion Alarms Market Introduction

- 8.1. India Intrusion Alarms Market Size, FY'2008-FY'2013
- 8.2. India Intrusion Alarms Systems Market Segmentation by End-Users, FY'2013
- 8.3. India Intrusion Alarms Market Trends and Developments
 - Increasing Implementation of Wireless Intrusion Alarm Systems
 - Growing Adoption of IP-Based Communications
 - Advent of Integrated Intrusion Alarms
- 8.4. India Intrusion Alarms Market Future Outlook and Projections, FY'2014-FY'2018
9. India Intercom Systems Market Introduction
 - 9.1. India Intercom Systems Market Size, FY'2008-FY'2013
 - 9.2. India Intercom Systems Market Segmentation by End-Users, FY'2013
 - 9.3. India Intercom Systems Market Trends and Developments
 - Wireless Intercom Driving the Demand
 - Growing Usage of Multifunction Intercom Systems
 - IP-Based Intercom Gaining Adoption
 - 9.4. India Intercom Systems Market Future Outlook and Projections, FY'2014-FY'2018
10. India Other Electronic Security Equipments Market Introduction
 - 10.1. India Other Electronic Security Equipments Market Size, FY'2008-FY'2013
 - 10.2. India Other Electronic Security Equipments Market Segmentation by End-Users, FY'2013
 - 10.3. India Other Electronic Security Equipments Market Trends and Developments
 - Increased usage of Mobile Baggage Scanners
 - Growing Demand for Wide Area Metal Detector (WAMD) System
 - 10.4. India Other Electronic Security Equipments Market Future Outlook and Projections, FY'2014-FY'2018
11. India Electronic Security Market Trends and Developments
 - Systems Integration Leading Growth
 - Integration of Home Automation and Home Security Systems
 - Growth of Video Analytics

Increasing Demand for Video Surveillance as a Service

12. Major Challenges in India Electronic Security Market
 - Technological Dependence
 - Limited Awareness
 - Intensive Competition and Price Sensitive Market
 - Lack of Domestic Production
13. Government Regulations in India Electronic Security Market
14. Market Share of Major Players in India Electronic Security Market, FY'2013
15. Company Profiles
 - 15.1. Honeywell Automation India
 - 15.1.1. Business Overview
 - Key Solutions and Applications
 - Key Product Offerings
 - 15.1.2. Financial Performance, 2008-2013
 - 15.1.3. Business Strategies
 - Diversification of Product Portfolio
 - Focus on Geographical Reach
 - 15.2. Zicom Electronic Security Systems Limited
 - 15.2.1. Business Overview
 - Key Service Offerings
 - 15.2.2. Financial Performance, FY'2008-FY'2013
 - 15.2.3. Business Strategies
 - Focus on Geographic Expansion
 - Emphasis on Technology
 - 15.3. Tyco Fire & Security India Private Limited
 - 15.3.1. Business Overview
 - Fire and Security Solutions
 - 15.3.2. Financial Performance, 2008-2012

- 15.3.3. Business Strategies
 - Intelligent Diversification
 - Achieving Economies of Scale
- 15.4. Bosch Security Systems India
 - 15.4.1. Business Overview
 - Product Portfolio
 - 15.4.2. Financial Performance, 2008-2012
 - 15.4.3. Business Strategies
 - Focus On Product Innovation
 - Concentration on Diversification
- 15.5. Schneider Electric India
 - 15.5.1. Business Overview
 - Product Portfolio
 - 15.5.2. Financial Performance, 2008-2012
 - 15.5.3. Business Strategies
 - Emphasis on Energy Efficiency and Cost Reduction
 - Focus on Expansion
- 16. India Electronic Security Market Future Outlook and Projections, FY'2014–FY'2018
 - 16.1. Cause and Effect Relationship Between Industry Factors and Electronic Security Market in India
- 17. Macroeconomic Factors affecting India Electronic Security Industry
 - 17.1. Total Commercial Space in India, 2008 – 2018
 - 17.2. Number of Burglary Cases in India, 2008 – 2018
 - 17.3. Population of India, 2008 – 2018
 - 17.4. Gross Domestic Product of India, 2008 –2018
- 18. Appendix
 - 18.1. Market Definitions
 - 18.2. Abbreviations

18.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

18.4. Disclaimer

SAMPLE

LIST OF FIGURES

Figure 1: Value-Chain of the Electronic Security Market in India

Figure 2: India Electronic Security Market Size by Revenue in INR Million, FY'2008-FY'2013

Figure 3: India Electronic Security Market Segmentation by Organized and Unorganized Sector on the basis of Revenue Contribution in Percentage (%), FY'2008-FY'2013

Figure 4: India Electronic Security Market Segmentation by Type of Products such as Video Surveillance, Fire Alarm, Access Control, Intrusion Alarm, Intercom and others on the Basis of Revenue Contribution in Percentage, FY'2008-FY'2013

Figure 5: India Electronic Security Market Segmentation by Type of End-Users such as Residential and Non Residential on the Basis of Revenue Contribution in Percentage, FY'2008-FY'2013

Figure 6: India Non-Residential Electronic Security Market Size on the Basis of Revenue in INR Million, FY'2008-FY'2013

Figure 7: India Non-Residential Electronic Security Market Segmentation by End-User Sectors on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 8: India Residential Electronic Security Market Size on the Basis of Revenue in INR Million, FY'2008-FY'2013

Figure 9: India Electronic Security Market Segmentation by Distribution Channels on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 10: Distribution of Dealers in the Residential and Non-Residential Market of Tier-I, Tier-II, and Tier-III Cities in Percentage (%), FY'2013

Figure 11: India Electronic Security Market Segmentation by Type of Services such as Sales and Installation, Business Intelligence, Remote Monitoring, Cloud Based, Loss Prevention and Software as a Service Based Management on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 12: India Electronic Security Market Segmentation by Technology such as Building Automation Systems, Sensors, Automatic Identification Technology and Systems Integration on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 13: India Electronic Security Market Segmentation by Region on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 14: India Video Surveillance Systems Market Size by Revenue in INR Million, FY'2008-FY'2013

Figure 15: India Video Surveillance Systems Market Segmentation by Technology on the Basis of Revenue Contribution in Percentage (%), FY'2011-FY'2013

Figure 16: India Video Surveillance Systems Market Segmentation by End-Users on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 17: India Video Surveillance Systems Market Future Projections on the Basis of Revenue in INR Million, FY'2014-FY'2018

Figure 18: India Video Surveillance Systems Market Future Projections by Technology on the Basis of Revenue Contribution in Percentage (%), FY'2014-FY'2018

Figure 19: India Fire Alarm Systems Market Size by Revenue in INR Million, FY'2008-FY'2013

Figure 20: India Fire Alarm Systems Market Segmentation by End-Users on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 21: India Fire Alarm Systems Market Future Projections on the Basis of Revenue in INR Million, FY'2014-FY'2018

Figure 22: India Access Control Systems Market Size by Revenue in INR Million, FY'2008-FY'2013

Figure 23: India Access Control Systems Market Segmentation by Type of Technology such as Proximity Card, Smart Card, Biometric and Swipe Card on the Basis of Revenue Contribution in Percentage (%), FY'2008

Figure 24: India Access Control Systems Market Segmentation by Type of Technology such as Proximity Card, Smart Card, Biometric and Swipe Card on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 25: India Access Control Systems Market Segmentation by End-Users on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 26: India Access Control Systems Market Future Projections on the Basis of Revenue in INR Million, FY'2014-FY'2018

Figure 27: India Intrusion Alarms Market Size by Revenue in INR Million, FY'2008-FY'2013

Figure 28: India Intrusion Alarms Market Segmentation by End-Users on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 29: India Intrusion Alarms Market Future Projections on the Basis of Revenue in INR Million, FY'2014-FY'2018

Figure 30: India Intercom Systems Market Size by Revenue in INR Million, FY'2008-FY'2013

Figure 31: India Intercom Systems Market Segmentation by End-User on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 32: India Intercom Systems Market Future Projections on the Basis of Revenue in INR Million, FY'2014-FY'2018

Figure 33: India Other Electronic Security Equipments Market Size by Revenue in INR Million, FY'2008-FY'2013

Figure 34: India Other Electronic Security Equipments Market Segmentation by End-User on the Basis of Revenue Contribution in Percentage (%), FY'2013

Figure 35: India Other Electronic Security Equipments Market Future Projections on the Basis of Revenue in INR Million, FY'2014-FY'2018

Figure 37: Commercial Space in India in Million Square Meters, 2008-2018

Figure 38: Number of Burglary Cases in India in Million, 2008-2018

Figure 39: Population in India in Million, 2008-2018

Figure 40: Gross Domestic Product of India in USD Million, 2008-2018

LIST OF TABLES

Table 1: List of Major Electronic Security Products with Prices in INR, FY'2013

Table 2: India Non-Residential Market Segmentation by End User Sectors on the Basis of Revenue Contribution in INR Million, FY'2013

Table 3: India Electronic Security Market Segmentation by Distribution Channel on the Basis of Revenue Contribution in INR Million, FY'2013

Table 4: Distribution of Dealers in the Residential and Non-Residential Sector of Tier-I, Tier-II, and Tier-III Cities, FY'2013

Table 5: India Electronic Security Market Segmentation by Type of Services such as Sales and Installation, Business Intelligence, Remote Monitoring, Cloud Based, Loss Prevention and Software as a Service Based Management on the Basis of Revenue Contribution in INR Million, FY'2013

Table 6: India Electronic Security Market Segmentation by Technology such as Building Automation Systems, Sensors, Automatic Identification Technology and Systems Integration on the Basis of Revenue Contribution in INR Million, FY'2013

Table 7: India Electronic Security Market Segmentation by Region on the Basis of Revenue Contribution in INR Million, FY'2013

Table 8: India Video Surveillance Systems Market Segmentation by Technology on the Basis of Revenue Contribution in INR Million, FY'2011-FY'2013

Table 9: Market Share of Major Players in India Video Surveillance Market by Revenue in Percentage (%), FY'2013

Table 10: India Video Surveillance Market Major Players by Revenue in INR Million, FY'2013

Table 11: Market Share of Major Players in India Electronic Security Market by Revenue in Percentage (%) in, FY'2013

Table 12: India Electronic Security Market Major Players by Revenue in INR Million, FY'2013

Table 13: Honeywell Automation India Limited Net Sales in INR Million, 2008-2013

Table 14: Zicom Security Systems Limited Net Sales in INR Million, FY'2008-FY'2013

Table 15: Tyco International Net Sales in INR Million, 2008-2012

Table 16: Bosch Limited Net Sales in INR Million, 2008-2013

Table 17: Schneider Electric Net Sales in INR Million, 2008-2012

Table 18: Cause and Effect Relationship Analysis between Industry Factors and the Expected India Electronic Security Market Prospects

Table 19: Correlation Matrix of India Electronic Security Market

Table 20: Regression Coefficient Output of India Electronic Security Market

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INDIA ELECTRONIC SECURITY MARKET SIZE BY VALUE, FY'2008 – FY'2013

...However, growing consciousness amongst people about their security has encouraged them to increasingly invest in electronic security equipments and services. The rising disposable incomes and growing affluence has also supported the increase in demand for the electronic security equipments in India.

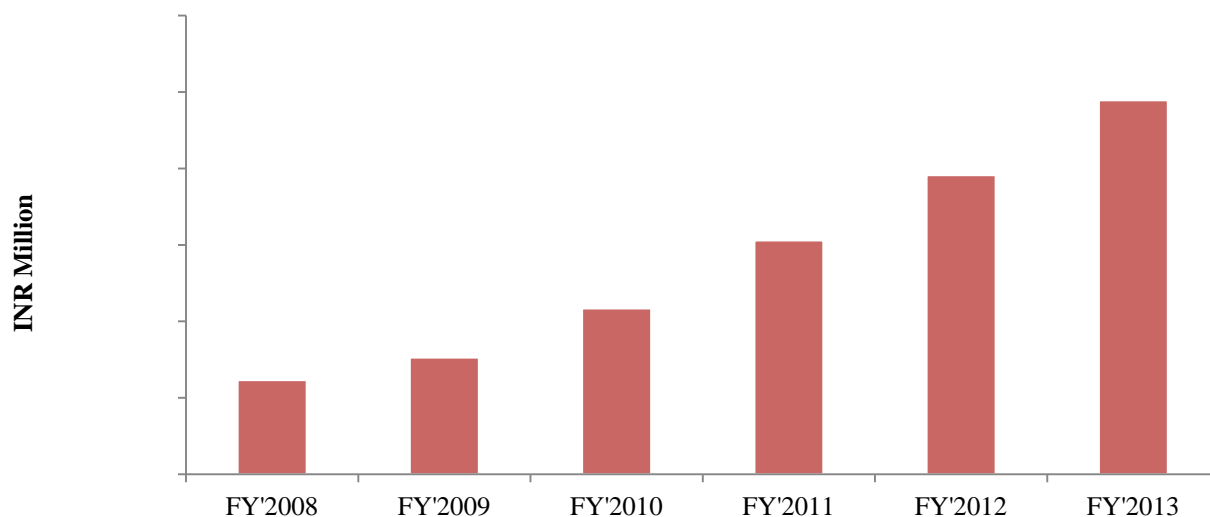
The demand for the electronic security systems is largely generated by the commercial, industrial and government sectors in the country which have been taking increasing security. The

“The electronic security market in India has grown at a CAGR of 31.8% during the period of FY'2008-FY'2013.”

electronic security market in India recorded revenue of INR ~ in FY'2008, which grew at a rate of 24.0% in FY'2009, amounting to INR ~ million. The prime reason behind this growth was the security measures taken post the Mumbai attacks post which huge

budgets were allotted by the government and large industrial sector for the installation of electronic security equipments, leading to massive growth of the industry...

Figure: India Electronic Security Market Size by Revenue in INR Million, FY'2008-FY'2013



INDIA ELECTRONIC SECURITY MARKET SEGMENTATION

BY TYPE OF PRODUCTS, VIDEO SURVEILLANCE, FIRE ALARM, ACCESS CONTROL, INTRUSION ALARM AND INTERCOM, FY'2008-FY'2013

...Video surveillance systems are the largest product category, which commanded a share of ~% in the total revenue generated by the India electronic security market in FY'2013...

Fire alarm systems registered a contribution of ~% in FY'2013, which was second largest in the overall revenue of electronic security market in India. These systems have experienced a gradual decline in contribution since FY'2008...

Intrusion alarms are most popular amongst the residential sector, but fail to generate demand from other sectors, owing to high-rate of false alarms instances, generally induced by environmental conditions...In FY'2013, the revenue from this product category represented a share of ~% in the total revenue of Indian electronic security market...

Figure: India Electronic Security Market Segmentation by Type of Products such as Video Surveillance, Fire Alarm, Access Control, Intrusion Alarm, Intercom and others on the Basis of Revenue Contribution in Percentage, FY'2008-FY'2013

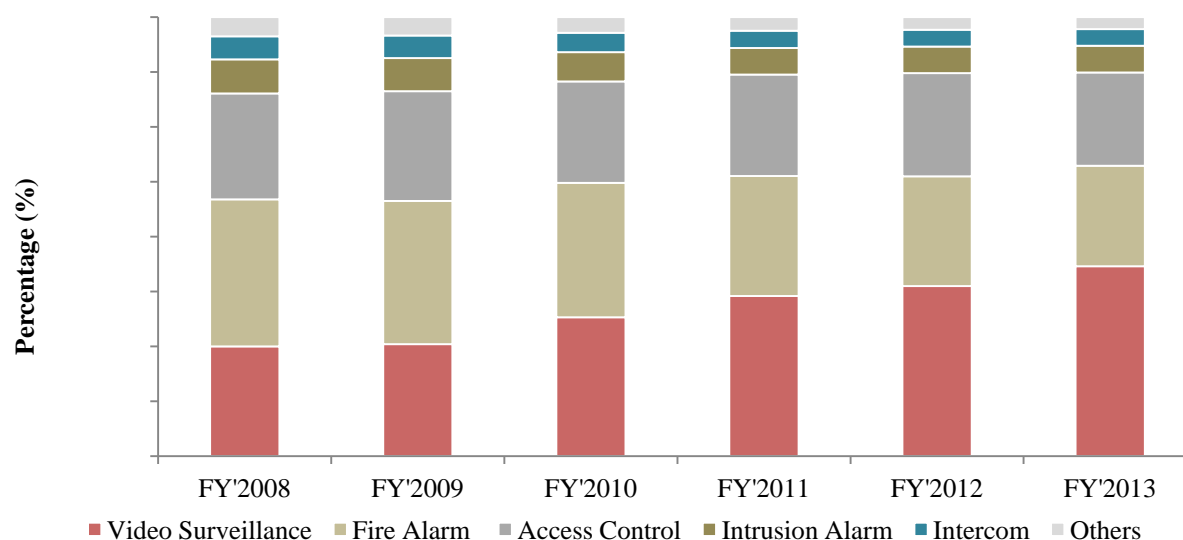


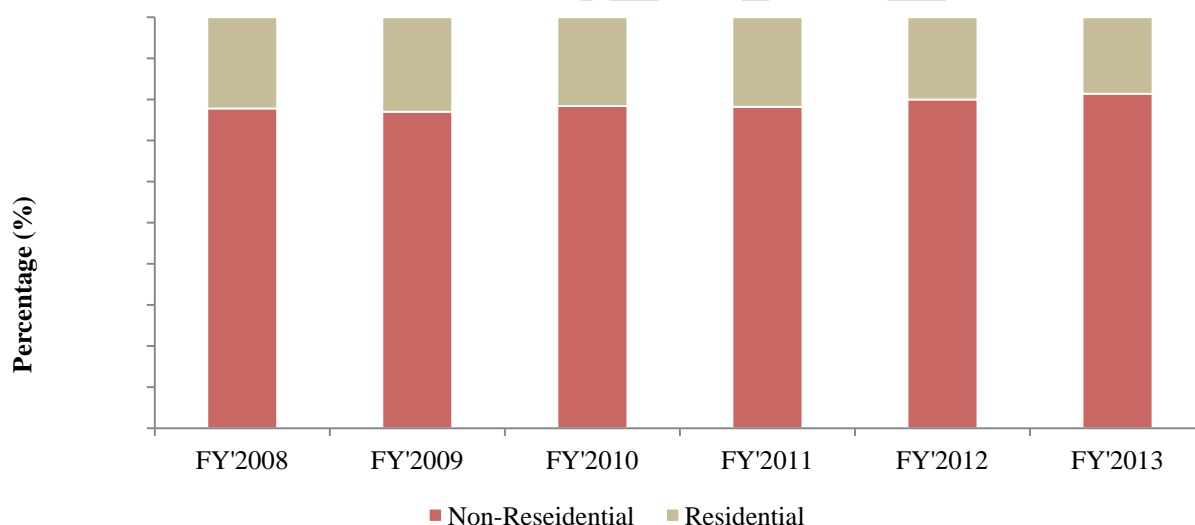
Table: List of Major Electronic Security Products with Prices in INR, FY'2013

Products	Type	Starting Price Range
CCTV Cameras	Analog Camera	
	IR Camera	
	IP Camera	
Fire Alarm Systems	Conventional	
	Addressable	
Access Control Systems	RFID-Based	
	Proximity Card-Based	
	Smart Card-Based	
	Finger Print-Based	
	Facial-Based	
	Facial and Fingerprint-Based	

BY END USER MARKETS, RESIDENTIAL AND NON RESIDENTIAL, FY'2008-FY'2013

...The non-residential electronic security market in India showcased fluctuating shares in the overall revenue over the period of FY'2008-FY'2013. In FY'2013, contribution from this sector was approximately ~% as against a contribution of ~% in FY'2008 in the total revenue of the India electronic security market. On the other hand; residential sector has registered a decline in contribution over the years, registering a share of ~% in FY'2013 as compared to a contribution of ~% in FY'2008.

Figure: India Electronic Security Market Segmentation by Type of End-Users such as Residential and Non Residential on the Basis of Revenue Contribution in Percentage, FY'2008-FY'2013

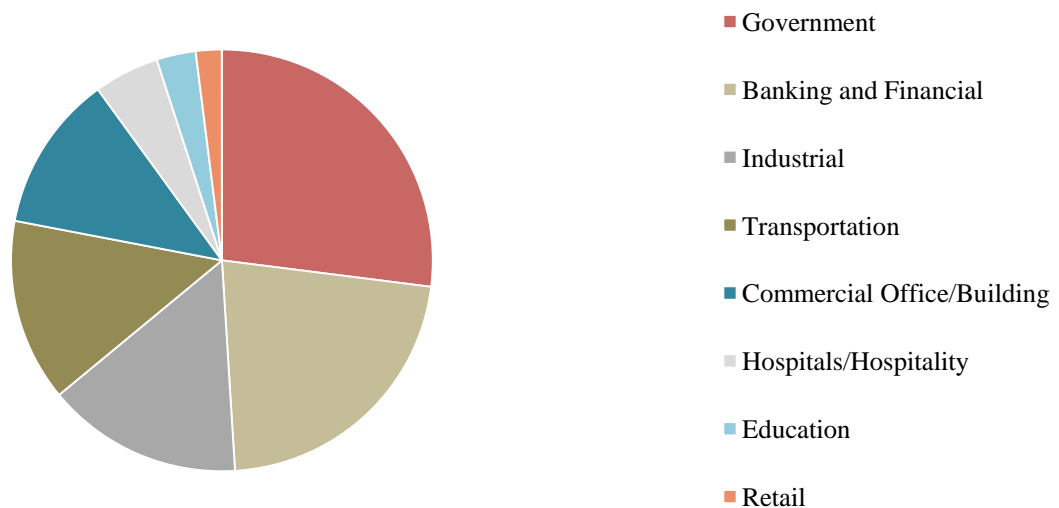


INDIA NON-RESIDENTIAL ELECTRONIC SECURITY MARKET SEGMENTATION BY END-USER SECTORS, FY'2013

In the non-residential segment, the government sector has been the largest purchaser of the electronic security equipments in the country. This sector contributed INR ~ million in the total revenue of the electronic security market in FY'2013...

Banks and financial sectors constitute some of the major adopters of innovative security solutions including access control systems which contributed INR ~ million in the overall revenue of India electronic security market in FY'2013...

Figure: India Non-Residential Electronic Security Market Segmentation by End-User Sectors on the Basis of Revenue Contribution in Percentage (%), FY'2013



BY TYPE OF SERVICES, FY'2013

...The various services include sales and installation, business intelligence, remote monitoring, cloud based services, loss prevention, and software as a service (SaaS).

The revenue from the sales and installation services represented a market share of ~% in the overall electronic security market. The sales and installation of electronic security equipments has always been a major contributor in the overall revenue...

Historically, loss prevention services were not much in demand but with changing times customers have become more value oriented. The loss prevention services accounted for revenue of INR ~ million in FY'2013, contributing a share of ~%...

Table: India Electronic Security Market Segmentation by Type of Services such as Sales and Installation, Business Intelligence, Remote Monitoring, Cloud Based, Loss Prevention and Software as a Service Based Management on the Basis of Revenue Contribution in INR Million, FY'2013

Services	Revenue (INR Million)
Sales and Installation	
Business Intelligence	
Remote Monitoring	
Cloud based	
Loss Prevention	
Software as a Service Based Management	
Total	

BY TECHNOLOGY, BUILDING AUTOMATION SYSTEMS, SENSORS, AUTOMATIC IDENTIFICATION TECHNOLOGY AND SYSTEMS INTEGRATION, FY'2013

...Building automation and control networks (BACnet) is a communication protocol used in building automation systems which has been historically used in commercial and industrial buildings. Building automation systems recorded highest revenue of INR ~ million in FY'2013 in the total revenue of the India electronic security market.

...The access control systems deploy proximity sensors which detect the presence of nearby objects without any physical contact. Lately, these technologies have been used for more customized applications such as door and window sensors, flood and freeze sensors, and garage tilt door sensors. Sensors technology enabled equipments accounted for a share of ~% in the total sales of electronic security equipments in FY'2013, registering revenue of INR ~ million.

...In the FY'2013 the electronic security equipments based on system integration technology recorded a market share of ~ % in the overall revenue of the electronic security market in India.

Table: India Electronic Security Market Segmentation by Technology such as Building Automation Systems, Sensors, Automatic Identification Technology and Systems Integration on the Basis of Revenue Contribution in INR Million, FY'2013

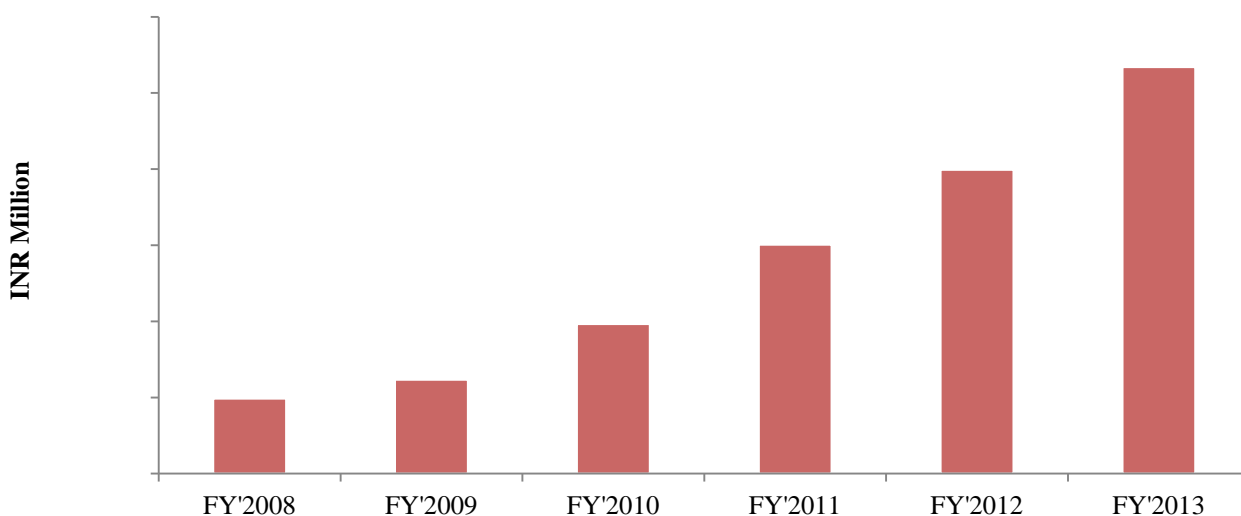
Technology	Revenue (INR Million)
Building Automation Systems	
Sensors	
Automatic Identification Technology	
Systems Integration	
Total	

INDIA VIDEO SURVEILLANCE MARKET SIZE, FY'2008-FY'2013

...The total market size of video surveillance systems in revenue terms was INR ~ million in FY'2008 which increased at a CAGR of 40.2% over the period of FY'2008 to FY'2013, reaching INR ~ million in FY'2013. A growth of ~ % was registered in FY'2009 in value terms, which accumulated the total annual revenue of INR ~ million in the same year...

Video surveillance systems recorded revenue of INR ~ million in FY'2012, growing by ~ % from FY'2011. The demand for these systems was propelled by rising constructions in the residential and commercial sector in the country which increased by ~ % and ~ %, respectively in FY'2012...

Figure: India Video Surveillance Systems Market Size by Revenue in INR Million, FY'2008-FY'2013



MARKET SHARE OF MAJOR PLAYERS IN INDIA VIDEO SURVEILLANCE MARKET, FY'2013

...The four leading companies including Hikvision Digital Technology Co. Ltd, CP Plus, Maximus, and Dahua Technology captured ~% while other players such as Axis Communications, Sony India Private Limited, Panasonic, and Pelco accounted for the remaining share in the total revenue of video surveillance systems market in FY'2013.

Hikvision Digital Technology Co. Ltd. is the largest player in video surveillance systems market of India which contributed a dominant share of ~% in the total revenue of the video surveillance systems market in FY'2013...

CP Plus GmbH and Co. KG was the second largest player in the domestic video surveillance market which generated a significant share of ~% in the video surveillance systems market in FY'2013.

Table: India Video Surveillance Market Major Players by Revenue in INR Million, FY'2013

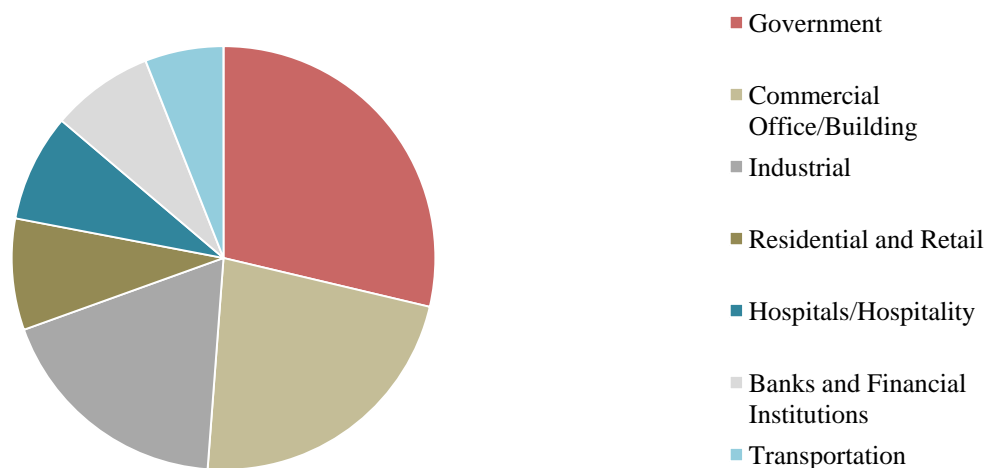
Company	Revenue (INR Million)
Hikvision	
CP Plus	
Maximus	
Dahua Technology	

INDIA FIRE ALARM SYSTEMS MARKET SEGMENTATION

BY END USERS, FY'2013

The government sector accounted for the highest share of ~% in the total revenue of Indian fire alarm systems market in FY'2013...The commercial buildings and offices contributed a significant share of ~% in the overall revenue of the Indian electronic security market in FY'2013...The residential and retail sectors together garnered revenue of INR ~ million in FY'2013...The banking and hospitals/hospitality sector contributed shares of ~% and ~%, respectively in total revenue of fire alarms market in India in FY'2013...

Figure: India Fire Alarm Systems Market Segmentation by End-Users on the Basis of Revenue Contribution in Percentage (%), FY'2013

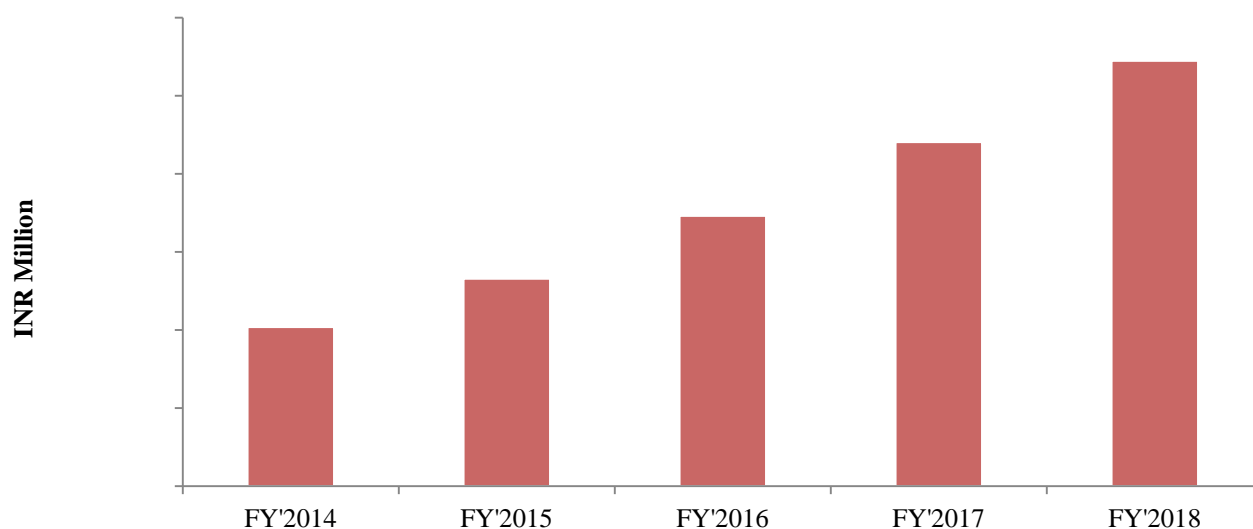


INDIA ACCESS CONTROL SYSTEMS MARKET FUTURE OUTLOOK AND PROJECTIONS, FY'2014-FY'2018

...The revenue from the electronic access control systems is expected to expand to INR ~ million by FY'2018, at a CAGR of ~% from FY'2013 to FY'2018...

...Gradual shift towards integrated access control systems, which provide better safety and security as compared to standalone systems, is anticipated to further increase the revenue growth of access control market in near term as these systems incorporate the abilities of multiple security solutions inclusive of electronic access control systems and work collectively as a single system...

Figure: India Access Control Systems Market Future Projections on the Basis of Revenue in INR Million, FY'2014-FY'2018



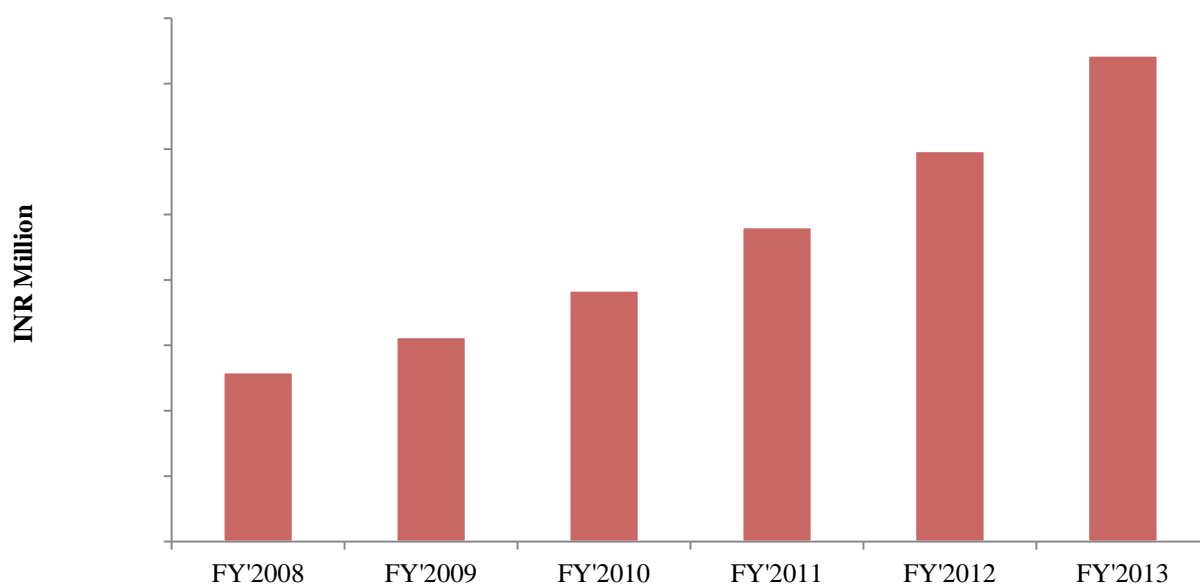
INDIA INTERCOM SYSTEMS MARKET SIZE, FY'2008-FY'2013

The size of intercom systems market in the India electronic security market has surged from INR ~ million in FY'2008 to INR ~ million in FY'2013, at a CAGR of 23.5%. The market has showcased a fluctuating growth in the past six years (FY'2008-FY'2013)...

The intercom systems market in India in FY'2012 grew at a rate of ~% amounting to INR ~ million. This market is primarily driven by the growth in the demand of apartments having an in-built security system including wireless intercoms.

In FY'2011, the market showcased a growth rate of ~%, accounting for revenue of INR ~ million. The intercom systems market has grown at an average rate of 21.8% during FY'2009 and FY'2010, recording the yearly turnover of INR ~ million and INR ~ million, respectively.

Figure: India Intercom Systems Market Size by Revenue in INR Million, FY'2008-FY'2013



MARKET SHARE OF MAJOR PLAYERS IN INDIA ELECTRONIC SECURITY MARKET, FY'2013

...The top five companies accounted for approximately ~% while other players such as Micro Technologies India Limited, Siemens India Limited, Bartronics India and UTC Fire and Security India Private Limited captured the remaining share of the total market revenue in FY'2013...

...The revenue of Honeywell Security Group in India totaled INR ~ million, accounting for a ~% share in the overall revenue of the India electronic security market in 2013.

...Bosch Security Systems India registered revenue worth INR ~ million in 2013, thus recording a share of ~% in the overall revenue of the electronic security market.

Table: Market Share of Major Players in India Electronic Security Market by Revenue in Percentage (%) in, FY'2013

Companies	FY'2013
Honeywell Security Group	
Zicom Electronic Security Systems Limited	
Tyco Fire & Security India Private Limited	
Bosch Security Systems India	
Schneider Electric India Limited	
Others	

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