



PRESS RELEASE

Ademco Security Group Eyes Up Greater Share of Indian Security Market *Singapore Security Solutions Provider Strengthens Presence in India*

Singapore – Ademco Security Group Pte Ltd (Ademco), a leading provider of security and business management solutions in Asia, strengthens its foothold in India with the recent incorporation of ASG Security India Pvt Ltd (ASG Security India), an Indian Subsidiary and a Joint Venture in India.

One of the first Singapore-owned electronic security solutions companies to establish operations in India, Ademco will be focused on providing integrated security solutions and outsourced security services management in India, upping the stakes in a market where commercial security solutions still consists primarily of just physical guarding. It has already secured two projects under its new Indian subsidiary, a leading international smart card technology manufacturing company and a major local real estate developer.

Headquartered in Pune, ASG Security India will be opening three more offices in Mumbai, New Delhi and Bangalore by the end of the year. It also plans to establish local representation in burgeoning secondary cities with strong infrastructure development and foreign direct investment such as Hyderabad, Chennai, Ahmedabad, Gurgaon and Noida by the end of 2015. Ademco's efforts to further penetrate the security market in India will involve significant investments in the area of technology and skilled personnel over the next three to five years.

According to Mr Toby Koh, Group Managing Director of Ademco, the move is a natural business progression for Ademco whose focus over the last 10 years has been that of providing security solutions for existing clients setting up operations in India. He said, "We see great growth potential in India. While the adoption of integrated security management systems in the past has primarily been by large MNCs with regional operations in Asia, large local enterprises are now also recognising the advantages of electronic security and remote monitoring and also how the value of unifying and enhancing their security efforts can contribute to greater operational efficiencies at a lower cost."

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Mr Shantanu Talegaonkar, Managing Director of ASG Security India said, "As with every growing economy, security is very much a key concern for businesses in India. This has obviously been intensified by incidents like the 26/11 Mumbai attacks, which have brought home the growing threat of global terrorism and increasing need for heightened security. Also, with Asia being the factory of the world, more and more companies in India may find themselves forced into embracing security concepts to comply with international clients' requirements and security standards, in order to remain competitive and secure orders."

Ademco has been securing the business interests of MNCs in India such as Avaya and Indian Oil Corporation Ltd since 2004. In addition to supporting Ademco's regional clients in Asia that are expanding to India, ASG Security India will also focus on local Indian corporate and SMEs who are in need of world class security standards and implementations provided by Ademco.

Ademco's growing regional footprint currently extends across Singapore, Malaysia, Philippines, China, Indonesia and India.

About Ademco Security Group Pte Ltd

Ademco Security Group Pte Ltd has been delivering integrated innovative and comprehensive security solutions to more than 8,000 institutional, commercial and government clients across Asia for more than three decades.

Ademco's security solutions and services include Unified Security Management, Access Control, Biometrics, Intrusion Detection, Electronic Keys and Locks, CCTV and Surveillance, Perimeter Protection and Communications as well as 24-hour Alarms Monitoring, 24-hour Integrated Services, AES Wireless Network and Managed Facility Services. Ademco also provides business solutions that help companies make the most of their security systems to improve management and operation efficiencies.

With a staff strength of more than 400 personnel in Singapore, Malaysia, China, Philippines, Indonesia and India, Ademco is one of the region's leading providers of security and business management solutions, with projects in Asian markets and an annual turnover of SGD\$28 million.

Ademco operates one of the largest 24-hour central alarm monitoring stations in Singapore, and was the first security company in Singapore to be awarded the SS540:2008 certification for Business Continuity Management by international certification organisation TUV SUD PSB Pte Ltd for its highly resilient processes. In 2013, the company was awarded Honouree of the 2013 Spirit of Enterprise Award.

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