

Godrej Security Solutions study reveal that only 23% Ahmedabad respondents associate Home Security to being 'Safe & Sound'

~Boosts investment in technology and innovation to bridge the gap between awareness and adoption of home security solutions~

INDIA, 25th August 2022: What does 'Safe & Sound' mean? Since the pandemic, there has been a massive shift in India's security habits. Even though the crime rates continue to rise, Indians prioritize health and physical security over home security. Given the increasing gap between the awareness and adoption of home security, Godrej Security Solutions, a business of Godrej & Boyce, the flagship Company of the Godrej Group, has conducted a study called '**Decoding Safe and Sound: in the Indian Context**'. The study reveals that 'Safe and Sound' to Indians are based on three key contexts: Health wellbeing, property security and technology safety. **59 % of Ahmedabad respondents associate 'Safe and Sound' to the wellbeing of their own health and to that of their loved ones.**

With the pandemic easing out and people moving out of their homes, it was shocking to know that only **23% of the Ahmedabad respondents associated Safe and Sound to their property and possessions.** The focus on health wellbeing was re-emphasized when **47 % of Ahmedabad respondents said that they were most likely to opt for contactless options** even while looking at home security solutions. Godrej Security Solutions has in the past two years introduced a range of contactless security solutions. The category has seen a 20% Y-o-Y growth in sales. The study also revealed that men were more disposed to opting for contactless solutions than women.

It must be noted that when a similar study was conducted by the brand in 2021, **more than 80% of respondents** were concerned about the health and wellbeing of their family members while travelling as against the security of their homes from theft or robbery. In this year's report, the response is far more balanced. This is believed to be the result of the pandemic easing out.

Mr Pushkar Gokhale, Business Head at Godrej Security Solutions said, *"With rising crime rates it's important to focus on physical as well as network home security. With emergence of technology, there are an abundance of home security solutions in the market. However, what we have gathered from the study is that while there are solutions, there is a huge gap in the awareness and adoption of these technological solutions. The main objective behind this survey was to bring forth to people the need for security, make them aware of the solutions that are there in the market and how home security solutions can lead to a safer, more convenient, and flexible routine.*

In spite of the global attention to data privacy, only **17 % of Ahmedabad respondents associated Safe and Sound to data security.** Last year, Godrej Security Solutions disrupted the home security market by launching India's most secure range of home cameras that transfer data over secure cloud servers based in India as contrary to most other home CCTV options that store data in servers located outside the country. The brand saw a 40% uptick in CCTV sales in the past one year.

Godrej Security Solutions commissioned this survey across **7 cities in India**. A key insight that emerged from the study was that there is a strong need for physical solutions. The leading security brand will be aligning their product development and communications basis the study. The brand has increased its investment on technology and innovation by **50%** over last year with a strong focus on adopting global technology to bring disruptive security solutions to the Indian consumer.

About Godrej Security Solutions:

Godrej Security Solutions is a division of Godrej & Boyce Mfg. Co. Ltd and part of the USD 4.1 billion Godrej Group. A pioneer and leader in the business, Godrej Security Solutions Division is the largest manufacturer and marketer of Security Solutions in India. It is the largest supplier of security solutions to several prestigious banking, corporate and public institutions. For the first time in the category and the industry, Godrej Security Solutions Division has been awarded the Superbrand status. It has also won the “Most Preferred brand” award in the Home Segment. The Division currently exports its products to over 45 countries including Middle East Asia, South East Asia, Far East Asia, East Africa, the US, Europe and the SAARC Countries.