

## Godrej Security Solutions and Fire & Security Association of India Come Together To Launch a Fire Safety assessment

- The initiative is called Godrej Fire Risk Assessor
- The pilot project is slated to begin in Mumbai for commercial establishments

**National, 19th April 2022:** Godrej Security Solutions (GSS), India's leading home and institutional security solutions brand, today announced their collaboration with FSAI to launch a customized fire safety assessment, which will identify establishments as fire compliant. This program will be coined Godrej Fire Risk Assessor.

At the unveiling of the Godrej Fire Risk Assessor, Mr Ajit Raghavan, FSAI – National President, Mr. Deepak Ghosh, Deputy CFO, Mumbai Fire Brigade, Shri. Santosh S. Warick, Chief Fire Officer, MIDC and Director, Maharashtra Fire Services, Mr Suresh Menon, FSAI – National Event Chairman, Mr Ashok Menon -National Secretary of Fire & Security Association of India, joined Mr Pushkar Gokhale, Business Head at Godrej Security Solutions.

**Mr Pushkar Gokhale, Business Head, Godrej Security Solutions** said, *“There is a strong need for organisations to understand if they are fire compliant or not. At the senior management level, it’s important to bring systemic adjustments in the way we build spaces that create a fire safe ecosystem. At the deployment level, it is vital to conduct regular assessments, to ensure that the establishments are fire compliant. Hence, we are partnering with FSAI to drive this attitudinal change and urge organisations to ensure their people as well as their property is kept secure. This is equally critical for residential societies, especially high-rise towers which pose a greater threat towards fire incidents. As a pioneer in the security industry, our aim is to help India become a fire safe nation.”*

**Mr Ajit Raghavan, FSAI – National President** said, *“We are pleased to collaborate with Godrej Security Solutions for creating this important initiative, the Godrej Fire Risk Assessor. The FSAI believes in fostering a spirit of safe living among all citizens of India and inculcate a proactive mind-set towards safety and security at all times. which is why we appreciate that a brand such as Godrej Security Solutions is taking this step. We believe that this will help create more awareness regarding fire safety amongst citizens.”*

The fire audit will be done at subsidised rates as a testament to the brand’s commitment to a fire safe ecosystem.

Most of the infrastructure across the country are vulnerable to several fire hazards, often due to a lack of understanding building structure and the right protocols. The impact of fire hazards is significant not only on lives but also on loss of assets, valuable documents, jewellery, etc.

Throughout this campaign #BeFireSafeThanSorry, Godrej Security Solutions aims to increase proactive adoption of security measures amongst citizens and experts alike to fight fire hazards. The Mumbai Fire Department also acknowledged Godrej Security Solutions and FSAI as crusaders for fire safety and have applauded them for this initiative.

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### **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.