Abstract

The security systems industry caters to a wide range of area which includes front door management, security biometrics, CCTV cameras integrated with door locks, electronic safes and vaults, security alarms. In India the electronic security market is growing rapidly. There is vast potential in the security locks and security solutions market as they are right now a niche market and a very few consumers have the idea of the products available in the market and its advantages. So the industry demands a very high tech savvy consumer who is aware about the technicalities of the products. Another area of growth is the servicing of these locks and implementation in other areas like thermostat control, garage maintenance, front door management, etc. In this paper we attempted to analyze the demand of electronic security products in India with the special reference to Delhi- NCR region. An exploratory study was
carried out by interviewing and interacting with the dealers, dealing in security products from Ghaziabad, Noida, Gurgaon and Delhi. The paper provides valuable insights about vast potential in the security locks and security solutions prevailing in India.

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