

# sparsh cctv NEWSLETTER



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### New Logo



Sparsh Feel Secure, a leading provider of surveillance solutions and a prominent CCTV manufacturer, has recently undergone a significant transformation, emerging as Sparsh CCTV. This rebranding marks a profound shift, underscoring their core expertise in the CCTV surveillance field.

With the introduction of the slogan "Bharat ka Apna CCTV" (India's Very Own CCTV), the rebrand places a strong emphasis on their commitment to indigenous CCTV surveillance in India. Beyond being a mere change in identity, this evolution represents a forward-looking approach, consolidating Sparsh CCTV's standing as a pioneering force in shaping the future of electronic security solutions within the country. The slogan encapsulates their dedication to providing homegrown surveillance solutions, reinforcing Sparsh CCTV's position as a trailblazer in the realm of electronic security.



# SETTING NEW STANDARDS

STQC, DSIR, RDSO, PESO   
...Many more

As the inaugural Indian CCTV manufacturer, we proudly hold the Cyber Security Certification OWASP V4.0 L2 from STQC, an achievement based on American Chipset technology. Notably, STQC Certification Services assumed a pioneering role in 1991 as the first Third Party Certification Agency of Indian origin, offering ISO 9001 Quality Management System (QMS).

Sparsh CCTV holds the esteemed position as the Indian Railways' #1 most trusted surveillance brand, and here's why. Sparsh proudly stands as the inaugural surveillance manufacturer to secure the STQC certificate, grounded in American chipsets – a crucial prerequisite for obtaining approval from the Research Designs & Standards Organisation (RDSO). Only after successfully undergoing RDSO type testing can a brand become eligible to provide security and surveillance solutions for railways.



Sparsh CCTV's Research and Development has earned a prestigious recognition from the Ministry of Science and Technology, Government of India. This acknowledgment reinforces Sparsh's commitment to pushing boundaries and establishing new standards in the industry. It symbolizes the culmination of hard work, dedication, and an unwavering pursuit of excellence, marking a significant stride toward solidifying Sparsh's position as an industry leader in innovation and quality.



Achieving PESO approval, our commitment to safety and excellence stands unwavering. Whether facing floods or fires, we proudly assure your protection. At the forefront of safety standards, our products are your shield in critical situations. With PESO's stamp of approval, we continue to prioritize your safety, offering peace of mind through cutting-edge solutions. Trust in our dedication to excellence as we strive to safeguard you through every challenge – Shielding You Through Flood or Fire!



# MAJOR EVENTS OF 2023



In the **DCI Cricket Cup 2023**, Team Sparsh achieved semi-finalist status, showcasing exceptional performance, sportsmanship, and a commitment to meaningful partnerships. A testament to dedication and teamwork.



In a groundbreaking move, we signed a historic MoU with esteemed partners, DAST, at the prestigious **INDIA - SAUDI INVESTMENT FORUM**. This marks the establishment of a cutting-edge CCTV manufacturing facility in Saudi Arabia, aligning with Saudi Vision 2030 and contributing to the "Make in Saudi Arabia" initiative.



**Sparsh CCTV proudly welcomes Sonu Sood as our brand ambassador.** This collaboration resonates with our commitment to trust, innovation, and the spirit of 'Made in India', marking a significant stride in our growth.

Sonu Sood is the people's icon of India and philanthropist who embodies the values Sparsh stands for— Suraksha, Vigyaan, Vishwas, and Bharosa. Together, we embark on a mission to strengthen surveillance in India, ensuring every frame captures a story of security and reliability for our people. It's a partnership that reflects Sparsh's dedication to safeguarding homes, borders, and beyond, with Sonu Sood leading the charge into a safer tomorrow.

**Introducing the Sparsh Cloud**, transforming your data storage into an impenetrable fortress. With features like instant real-time alerts, seamless device connectivity, and communication, Sparsh elevates your security to new heights. This innovative launch offers hosted-in-India Cloud storage, ensuring top-notch performance and reliability for your data storage needs.



Sparsh CCTV is supplying cameras for the 100 5G lab inaugurated by the honorable Prime Minister, Shri Narendra Modi, at India Mobile Congress 2023. This collaboration underscores Sparsh's role in supporting cutting-edge technology and innovation.

Supplying cameras to the 5G lab showcases Sparsh CCTV's commitment to contributing to "Atma Nirbhar Bharat," in line with our nation's leader's vision for a technologically advanced and secure future. It reflects our dedication to transformative initiatives for the progress of our country.

# EXHIBITIONS & CELEBRATIONS

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Sparsh celebrates the Chandrayaan-3 Space Mission with wholehearted enthusiasm. Across all three units, the Sparsh Team embraced this historic event with unwavering passion, showcasing profound love for our nation. The monumental achievement of Chandrayaan-3 resonates deeply within the Sparsh community, reflecting a collective commitment to India's progress in space exploration.



SPARSH CCTV, successfully concluded Dealers Meet in Haridwar, coinciding with World Environment Day. The event, featured a full-day program culminating in a tree plantation drive. Embracing the theme "LOVE Green \* Save Green Use Green," the immersive gathering fostered collaboration and environmental responsibility among the extensive network of dealers and distributors.



Sparsh CCTV earned accolades from the Institute of Urban Transport (India) by securing the Best Exhibitor Award at the 16th Urban Mobility India Conference & Expo 2023 in Delhi, held from October 27th to 29th. This recognition underscores Sparsh's excellence in presenting its significant contributions to urban mobility solutions.



Privileged to meet Minister Ashwini Vaishnaw post- IMC 2023, discussing Sparsh's 21-year journey and commitment to an Aatmanirbhar Bharat. We explored our 5G innovations for intelligent train travel, securing praise for being the First Indian CCTV Company with Cyber Security Certification his encouraging remarks fueled our dedication to serving the nation with innovative, Made in India solutions.



We proudly participated in the Traffic Infra Exhibition & IREE at Pragati Maidan, New Delhi, showcasing our cutting-edge surveillance solutions. Our diverse presentation featured Made in India NHAI and railways solutions, along with city-specific offerings like Box camera, Side Car Camera, ITMS, VIDS, and Emergency Call Box systems. The significant footfall at our booth reflected a shared vision for smarter, safer cities and railway stations.

