

Godrej security division targets home segment

KOLKATA

The security solutions division of Godrej & Boyce is targeting the home segment to increase the vertical's turnover in the next three years, a top official said on Wednesday.

The turnover of the security solutions division of the company was the third largest which was Rs 750 crore at the moment, Mehernosh Pithawalla, VP and global head (marketing, sales and innovation) of the security solutions division said.

Pithawalla said the banking security business was not growing as the expansion of bank branches was not there now like before. The company provides lockers, strong rooms and safes meant for providing security at the bank branches.

"Owing to this, we are targetting the home security segment, particularly the residential complexes across the country," he said.

In India, the home security market was nascent and is pegged around Rs 155 crore, he said.

The company on Wednesday announced the launch of its Eve' brand of WiFi-enabled home security systems and video door phones. PTI