

Godrej Security Launches Home Camera EVE Series and Video Door Phone

Ahmedabad,

With an aim to increase the adoption rate of security solutions and build a safer country where citizens can confidently say 'I Am Secure'. Godrej Security Solutions, India's renowned security solutions provider and part of the 120 year old Godrej Group, launched its latest WIFI enabled Home Cameras called EVE series and SeeThru Pro Video Door Phones. EVE – which is a contraction of the products' USP, "Easy Viewing Everywhere" — encompasses three variants, EVE Mini, EVE Cube and EVE PT. The EVE series is capable of directly streaming live feed of a premise to the smart phones of the home owners, and helps one to watch over their loved ones

remotely from anywhere in the world.

SEETHRU PRO - the latest variant of Video Door Phones is a breakthrough in this space as it allows Home Owners to view and attend to visitors at the door even when they are away and not physically present at home. The Video Door Phones are also Wifi Enabled and also require minimal installation.

With EVE and SEETHRU PRO, resting as applications on the home owner's smartphone, Godrej Security Solutions wishes to give home owners the control and convenience to watch over their homes and their loved ones with unbelievable ease.

Over the years, the demand for home security

products has been on the rise due to increasing awareness creation programmes by the brand among consumers regarding the importance security products. Godrej has launched a wide range of new innovative products based on consumer insights making the category increasingly relevant, convenient and affordable for consumers of all ages and backgrounds.

Highlighting on the importance of the Ahmedabad market for Godrej Security Solutions, Mr. Mehernosh Pithawalla, Associate Vice President and Global Head - Marketing, Sales & Innovation, Godrej Security Solutions Division, Godrej & Boyce Mfg. Co. Ltd., said, "Ahmedabad is a very important market for us as it contributes a sizable per cent of revenue sales to our overall business. With EVE series, consumers – especially those who leave behind their spouse, children and elderly parents at home – will now be able to keep a watch over their loved ones through their smartphone from anywhere in the globe. They will also be able to directly stream videos to the mobile handsets as well as auto-record the footage."