

# GSS to strengthen Kolkata's security quotient

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**KOLKATA, JULY 1/--/** Godrej Security Solutions (GSS), security solutions provider, will expand its retail footprint across Kolkata in the coming quarter with its new home security products.

Currently the home security solution expert brand has presence across 165 touch points in Kolkata. It plans to extend its footprint to 200 touchpoints by FY2020 as part of national growth strategy. Kolkata is one of the focus markets for Godrej Security Solutions as it is the nerve center of West Bengal.

The move to expand footprint is closely linked to the insights revealed by its recent consumer behaviour survey, 'India's Security Solution Quotient', which revealed a lack of security preparedness at Indian homes. The study found burglars specifically target empty homes anticipating weak security measures implemented, and they also monitor the careless mistakes citizens make



which puts the life and valuables at homes at serious risk.

In stark contrast to other cities, only 16% of the respondents from Kolkata said they are equipped with CCTV cameras against a national average of 43.1%. More than one-fourth of the respondents have experienced a break-in or theft attempt across cities only 19% have experienced the same. Yet, close to 80% of the respondents in Kolkata also said they would risk leaving their windows open while stepping out of their house to visit a neighbour. While, 43% of respondents in the city agreed that they would lock their front gate without fail when they step out to post a letter. Nationally, the

study found 31.6% of the total respondents know more than half of their neighbours. In Kolkata, 38.6% of respondents claimed to know more than half of their neighbours.

Commenting on 'India's Security Solution Quotient' survey findings, Mehernosh Pithawalla, Vice President and Global Head - Marketing, Sales and Innovation, Godrej Security Solutions & Systems, said, "We have always believed that traditional security measures (including the reliance on friends and neighbours) should complement digital/new-age technology-based security solutions to stay one step ahead of criminals. We at Godrej Security Solutions have always thrived towards improving and reinventing ourselves to provide novel, efficient and easy to use solutions thereby ensuring not only 'peace of mind', but, in many cases, better relations with friends and neighbours who no longer have to be relied upon to ensure the security of your home."