

# Godrej launches wifi-enabled CCTV

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Godrej Security Systems has launched wifi-enabled CCTVs to further expand its home security solutions product portfolio in the country.

Named Easy Viewing Everywhere (EVE) home camera, this CCTV series is capable of directly streaming videos to the mobile handsets of the home owners.

“Home security solutions are still in early stage in India. While many home owners do not see a security threat to their homes while the lack of usability is another reason. We are hoping to bring a change in the home owners mindset with our EVE



home cameras,” Mehernosh Pithawalla, associate vice-president and global head of marketing, sales and innovation, Godrej Security Solutions Division, Godrej and Boyce Mfg Co Ltd.

He added, “It will be of great help to homes having children and elders, where the home owners can view them in real-time on their mobiles from anywhere in the world. It is easy to operate and can be viewed on one’s mobile through an app designed for the purpose.”

He said the product is economical at ₹5,000. “The home security segment is small in India and with convenient, adaptable and affordable products like these, we are hopeful of growing the market,” he added.

Pithawalla said Godrej’s security solutions division had a turnover of ₹230 crore in FY17, which the company plans to increase to ₹280 crore in FY18.