



**elkosta**<sup>®</sup> Security Systems India

# History :

ESSI was formed in 2003 to develop market , supply high end security products and provide unfailing Customer Support befitting the stature of projects. Millennium Maritech was formed in 2000 to develop applications Comprehensive Security, Parking, Traffic and Tolling. Since then Millennium has been awarded First Prize for Most Innovative Product during the International Security, Safety and Fire Exhibition, New Delhi. ESSI and Millennium Maritech are Sister Concerns.



# Major Areas of Work

- **Product & System integration**
- **Identification Systems – RFID (SR, MR, LR)**
- **Access Control**
- **Personnel & Document tracking**
- **Perimeter Fencing**
- **Explosive Detection**
- **Under Vehicle Surveillance**
- **Road Blocker, Tyre Killers, Bollards (CRASH RATED)**
- **Anti Nuclear Devices, Safe Houses**
- **Vehicle Detection and tracking**
- **Application for Comprehensive Solution**



# Major Projects Completed

- Parliament Library Project : Automatic Traffic Control System
- Pune Library Automation [View Coverage](#)
- Access Control, Fire control, CCTV Systems in Various Enterprises.
- Parliament Integrated Security Project.  
(Project Value – approx 100 crores) [NDTV](#) , [Zee News](#), [Aaj Tak](#)

# Our Success is attributed to:

1. Cohesive focus on designing a unique comprehensive solution best suitable for the project.
2. Trust on Going with the Best.... Using upstream and down stream products with proven track record.
3. Reliable Customer Support befitting the stature of the Project.
4. Research an development of new Applications in the Core Focus Area
5. A pricing policy assuring Value For Money for the customers.



# Award – Best Innovative Products



**Central Industrial Security Force**  
13. c.G.o. Complex, Lodhi Road.  
New Delhi -110003  
Phone: 4362535  
Fax : 4361202

## CERTIFICATE OF MERIT

It is to certify that *M/S Millennium Maritech (Engineers & Consultants)*, New Delhi participated in International Security, Safety & Fire Exhibition-2001 held at Pragati Maidan, New Delhi from 07 to 11th Dec 2001 and were awarded the

**first prize for innovative products.**

The above award was presented by Hon'ble Minister of State for Commerce & Industry Shri Rajeev Pratap Rudy on 11th Dec 2001 at the Closing Ceremony of ISSFE-2001.

  
( Pradeep Kumar )

Dy Inspector General, CISF &  
Organising Secretary, ISSFE-2001

# Applications

*SecureAccess* : Comprehensive access Control

*Secupark*: Secure Parking Solution with Smart Cards and Digital Video Surveillance

*e-Toll*: Comprehensive Tolling Solution based upon Long Range RFID

*e-Park: Comprehensive City Wide Parking Management through smart Cards.*

*e-Traffic: ( Under Development )*



# Services

1. Turn key Project implementation for Security Projects by Trained Staff.
2. Unfailing Customer Support through Possession of Spare Parts and Preventive Maintenance Policies.
3. Application Development to suit Specific Customer Needs.
4. Consulting



# Distribution

1. Anti Terrorist dependable and "Re-usable after Impact.." Crash Rated - Gates, Barriers, Road Blockers, Tyre Killers , Hydraulic Bollards and Special Products from Elkosta Security Systems GmbH.
2. Short and Long range RFId tags and Readers for Personnel and Vehicular Identification, Smart Cards and Labels from Balogh , France.
3. Inductive Loop Traffic Detectors, Sensors, Counters and other Devices for Parking and Traffic Control. From NORTECH.
4. Video Surveillance Products
5. Power Fencing Products



# Revenues

	Revenue US\$ M	Confirmed	Possible	Probable	
2003-04	<b>13.2</b>				
2004-05	<b>1.9</b>				
2005-06		3.5	6.5	10	
2006-07		1.8	9	12	
2007-08		2.1	12.5	16	
2008-09		2.1	16	20	
2009-10		2.1	20	25	
<b>TOTAL</b>	<b>15.1</b>	<b>11.6</b>	<b>64</b>	<b>83</b>	

## Notes :

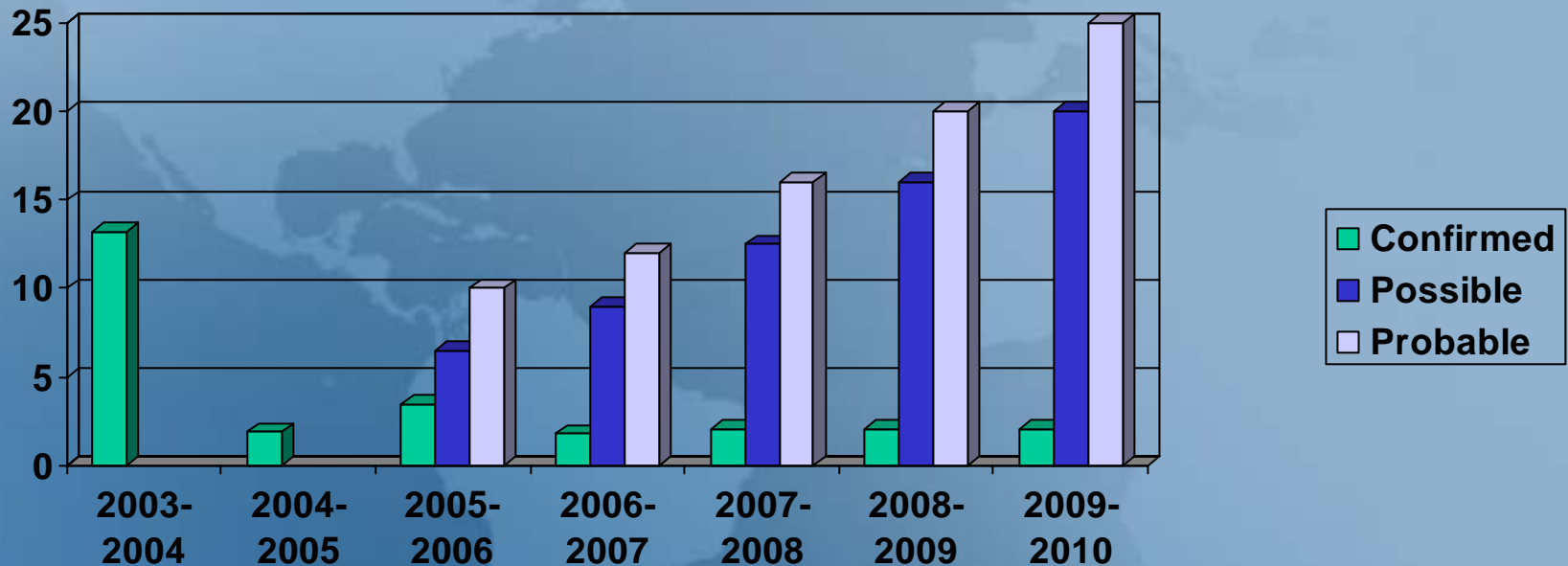
2003-04 and 2004-05 revenues are achieved Audited revenues.  
2005-06 is the running accounting year.

Revenue Confirmed: is Revenue anticipated on account of Received Orders and Long Term Contracts.

Possible Revenue :is Revenue Projected on Conservative Estimated.

Probable Revenue is achievable revenue with Projects under consideration.

# Revenues Graph



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# Strategy

1. Strengthen the Leadership Position in the Market by Extensive Marketing Activity. through Press Advts. , Trade Publications and Participation in the Trade Expo.
2. Add through Strategic Alliances, more world class players from non competing vendors in order to be “one stop shop” for all security/safety requirements.
3. Create Barrier to Entry for Competition by cashing on Great Reference Value of Completed Projects, Specification acceptance by Architects and Consultants
4. Preserve Customer Confidence through Timely and Unfailing “regenerative Customer Support. “
5. Follow Good Corporate Communications.
6. Offer All related services as a Comprehensive Solution.
7. Look to Middle East, Europe and American Market for Comprehensive Security solution on Indian Parliament integrated Security project Bench Mark.

# Synergy for Faster Growth –I

Strategic Partners and ESSI can both achieve better results by consolidating relationship beyond a Distributor/ Market Developer MOU.

We am of the Opinion that a Global Network of Sales Expertise of GPP and ESSI's own Technical and Marketing capabilities can offer Synergy for Faster Growth through strengthening existing markets and offer of New Products in the Comprehensive Security domain.



# Synergy for Faster Growth –II

## THE SOUTH ASIAN MARKET :

The overwhelming possibility the South Asian Market ( India, Pakistan, Bangladesh, Nepal, Bhutan , Sri Lanka ) remains to be tapped by us.

As the region's Project Economic Growth Index is 5 to 8% there will be sufficient Funds available to accept our offers.

The concentration of Political Unrest and Terrorism brings us more responsibility to do the needful in assisting Governments and Corporate to undertake Preventive Measures.

We can strive to be MOST TRUSTED PARTNERS of our Customers in order to achieve Security .

Our project at the Indian Parliament Building is bringing us appreciation from all concerned. This can be translated into more business from Across the Globe



# Synergy for Faster Growth –III

**The ESSI Business is highly profitable.**

The net Profit will be 15 to 20 % of the Turnover bring substantial benefits to the Earning Per Share to the Shareholders.

***TOGETHER WE CAN ACHIEVE !***

***Security for the Customers. ....Profits for Shareholders....***



# Synergy for Faster Growth –IV

## Valuation : Industry Average with growth based valuation .

6 to 8 times Average Turnover from Previous 2 years. ( US \$ M 45 – 60 )

5 times Average Conservative Revenue Projection for Next 5 Years ( US \$ M 64)

Strategic Partnership with Global Leaders will augment Global sales Potential and Further Increase the sales realization of ESSI Business by a factor 1.5 to 2. It is certain that the Turnover shall exceed US\$ M 83 as projected.



@ ESSI

We Thank you  
for your Time!

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