



RAKSHAK

ELECTROMECH DEVICES

Selected 2011-13



Director : Mr Hemant Sharad Kalikar
Established : 1996

Products: Manufacturers of Electronic Security Systems, Cash Bag. Dealers of CCTV video surveillance systems, fire detection system, access control system, attendance system etc.

History: Rakshak Electromech Devices was established in 1996 with a view to provide fool proof as well as cost effective security solutions to domestic customer and banking sector. More emphasis was given on continuously upgrading in tune with the latest technology, keeping in mind that we should always be two steps ahead of the scheming mind of intruders.

Achievements: Successfully avoided nearly 130 theft attempts. We are on panel of nearly 40 banks, maintaining security and safety of nearly 900 branches of Various Banks along with approx. 2000 households and business establishments.

Market: We mainly concentrate on the domestic market as no cost effective solution is available in this segment, businesses like Jewellery shops, Mobile phone shops, etc are very easy targets at the hand of intruders. Our major Clients are banks.

Recent Developments: A novel cash bag has been introduced. This bag gives a shock to the snatcher, screeches out a loud siren and even sends its location by way of SMS.

Promotion: By participating in various exhibitions like Pretty Home, Swadeshi Mela etc. Advertisement on local cable TV, and TV display on railway stations also helped in brand awareness.



Future Plans: Installation and maintenance of electronic security system requires minimum downtime. As such we are presently are covering the Vidharbha region, some part of Marathwada, Pune and Mumbai. We have plans to increase our customer base in Madhya Pradesh and Chhatisgadh region.

Facilities: Music is available to workers during working hours. We make special arrangements during cricket matches to watch matches in house.

Mantras (secrets) to become successful entrepreneur: Update yourself with technology. Be honest in the work. Stick to the commitments. The customer is king and he is always looking out for better deals.



Brand Values: Red Alert is the name brand name of our products. The name itself is closely associated with security!

Corporate Social Responsibility: We understand our social responsibility very well. We arrange, along with the police department, meetings to educate the general public about the latest technology available in security. Training classes for banks are also arranged.

