

79% cops in South India anticipate a surge in home robberies and thefts post lockdown - reveals Godrej Locks Har Ghar Surakshit Report

• 85% cops feel there is an urgent need to raise public awareness around home safety technology solutions across cities in the South

Mumbai, 12 October, 2021: The 'Har Ghar Surakshit Report: Safety Insights from India's Police Force' by Godrej Locks, a business of Godrej & Boyce, the flagship company of the Godrej Group, reveals that 79% of policemen in South India believe that there will be an increase in home thefts post complete lifting of the lockdown in the region. The research conducted by InQognito Insights highlights the vulnerability of homes in South and was conducted across cities like Chennai, Hyderabad, and Kochi.

The economic recession resulted from the COVID-19 pandemic has pushed many people into unemployment and extreme poverty. According to a cross-national study by the United Nations Global Pulse Initiative, there is a link between the changes in these economic indicators with related changes in recorded crime. Cops are already witnessing a rise in petty thefts, vehicle thefts, and commercial break-ins.

As per the 'Har Ghar Surakshit Report', 73% of cops believe that people in the South region usually start taking home safety more seriously only after they experience a break-in. The report further reveals that 58% cops believe that independent homes in gated communities are most vulnerable at night. However, there is a slightly higher probability of early morning break-ins in independent homes in the South compared to other regions. With the holiday season coming up, 59% of the cops expect a higher incidence of thefts across residential premises in the region.

81% respondents consider branded mechanical / digital locks more important in terms of safety solution at homes, and 99% consider digital locks to be the safest. 85% cops feel there is an urgent need to raise public awareness around home safety technology solutions across cities in the South. With offices gradually opening and people going back to work, homes will be more vulnerable to break-ins, with independent houses at a greater risk.



Commenting on the research insights, **Shyam Motwani**, **Executive Vice-President and Business Head**, **Godrej Locks**, said, "The Har Ghar Surakshit 2020 Report is an attempt by Godrej Locks to showcase a real situation analysis of India's home safety quotient. The insights we have received are noteworthy as they are from our trusted safety custodians – the police. An alarming insight that has emerged in the South Region is that majority of the cops feel there is an urgent need to raise public awareness around home safety technology solutions. We hope that these insights will help citizens understand the vulnerability of their homes and encourage them to raise their home safety quotient by adopting the right solutions."

As part of the Har Ghar Surakshit Report 2020, Godrej Locks surveyed police officers from across India. It captures their views around home safety observed by citizens and the COVID-19 impact on crime levels. The report has further highlighted the vulnerability of Indian homes, highlighting those independent homes and private apartments are more prone to robberies. However, most people do not change or upgrade the locking systems of their homes. Godrej Locks is constantly innovating to provide effective home solutions to address these shifting security needs of consumers. For instance, its Advantis door lock system comes a feature of RFID cards instead of a door handle, which makes them relevant in the current times, wherein people don't want to touch too many surfaces, while providing high levels of security.

About Godrej Locks:

Godrej Locks is a 123-year-old leading manufacturer of innovative locking devices. Since its inception in 1897 by Ardeshir Godrej, the name 'Godrej' has become synonymous with trust, protection and integrity. From the first Anchor branded lock in 1897 to the first ever spring less lock in 1907, to the iconic 'Nav-Tal' in 1954, and to the postmodern biometric locks, Godrej has set every benchmark in the locks industry. Over the years, Godrej Locks and Architectural Hardware & Fittings have changed in form, function and scope of application. But one thing still remains the same – the solid stamp of trust and reliability. Godrej Locks adhere to global quality norms and hold ISO 9001, ISO 14001 and OHSAS 18001 certifications.



With their locks reaching several countries around the world over a period of time, the brand has come a long way in delivering world-class smart locking solutions, therefore revolutionizing the very perception of a locking device from a mere functionality at an entry and exit point, to a proud pause at the doorstep, a moment to take in the significance of how far they have come. For more information, please log on to <u>Godrej Locking Solutions and Systems</u>

Godrej Locks is a business unit of Godrej & Boyce Mfg. Co. Ltd

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