

Godrej Security Solutions launches Spotlight – India’s most secure range of home cameras; aims to capture a market share of 15% by 2022

The home camera range uses proven and broad cloud infrastructure services and capabilities from Amazon Web Services to provide robust data security for customers.

Mumbai, 22 July, 2021 – Godrej & Boyce, the flagship company of the Godrej Group announced today that its business, Godrej Security Solutions, has launched India’s most secure home camera range, the ‘**Spotlight**’. **Designed and manufactured in India**, this innovative product offers Indians **best-in-class data security**, so that a customer’s home and personal data stays private. The Spotlight range of cameras leverage Amazon Web Services (AWS) world-class cloud infrastructure, including on-shore data centres in India, as well as Internet of Things (IoT), analytics, and security services to provide scalable and easy to use cloud storage options, and secure data transfer between the camera and the cloud.

Aesthetically designed, the Spotlight range is Wi-Fi enabled and is powered by a mobile app, providing extra convenience and making it user-friendly. The app provides smooth streaming and reduces bandwidth consumption. **The video** captured by the camera **is securely streamed via Amazon Kinesis Video Streams**, to a customer’s registered mobile device. The feed captured by the cameras is **securely stored using AES 256-bit encryption** in the AWS (Asia Pacific) Mumbai Region to ensure the solution complies with local data privacy and localization requirements. The camera series is **VAPT (vulnerability and penetration attack tested) certified** to ensure the data is safeguarded against real world cyber threats.

Spotlight Fixed, part of the Spotlight range of home camera products, allows you to choose a fixed viewing frame and has a flex-neck so customers can choose the required frame. The Spotlight P.T. (Pan-Tilt) allows you to move the camera round to cover a larger area with a **tilt of up to 90 degrees and a pan of up to 355 degrees**. The camera includes features such as a **panoramic 110-degree view of your space, smart motion tracking, real time motion alerts, ultra-clear night vision, hi-fidelity mic support for two-way clear communication, and intuitive one-touch modes**. Spotlight also offers video storage plans that ensures critical video is always available on the cloud. It comes with one year warranty. Customers can experience the product virtually on the [company’s website](#) before purchasing it. Spotlight **starts at INR 4999 and is available on Godrej Security Solution’s [shop site](#), Amazon and Flipkart.**

The cloud-based storage offers increased security against tampering, compared to SD cards, which are vulnerable to physical theft. Having the cloud infrastructure based in India significantly reduces the number of data hops from the camera feed to the mobile phone, providing improved connectivity, speed, and reduced data latency. The pan-tilt movement via the mobile app is also quicker due to fewer data hops.

Commenting on the launch, **Mehernosh Pithawalla, Vice- President, Godrej Security Solutions**, said, “*As connected devices are becoming increasingly popular across Indian households, the potential impact of security breaches has also increased. In response to this, we have introduced the Spotlight range of home*

cameras, that assures easy-to-use surveillance and the ability to constantly stay connected to your loved ones without fearing the possibility of someone spying on your home. Moreover, with proven cloud technology from AWS, we are able to address stringent data security challenges.”

He added, “This need for home security cameras has been further fueled by the pandemic as people are compelled to stay away from their loved ones. In fact, we have seen a **40% uptick in home camera demand** due to this need of the hour.”

The pandemic has made consumers realize the increased need for home surveillance not only to protect property but to also secure the safety of their loved ones remotely. **According to recent research, The Cocoon Effect by Godrej Security Solutions, 81% respondents worry about the health and wellbeing of their parents or children at home when they leave them alone.** With lockdowns across the country and older parents stuck in different cities, home cameras are a non-intrusive way of staying connected to them. Spotlight has been designed with this in mind, by providing family view-share, where family members can access live-feeds, record, and take pictures on three separate devices.

“We are delighted to support Godrej Security Solutions. By using advanced AWS IoT, and security services such as AWS IoT Core, Amazon Kinesis Video Streams, and AWS Key Management Services (KMS), Godrej Security Solutions is optimizing their product for video efficiency, data volume management, and meeting core security and compliance requirements,” said **Vaishali Kasture, Head- Enterprise, Mid-Market, and Global Businesses – India and South Asia, AWS, AISPL.**

The market for home cameras in India is estimated to be worth Rs **300 Cr and Godrej Security Solutions plans to capture 15% of this market by 2022.** To make home security more accessible, the brand has also tied-up with **2000 local retailers/channel partners** across major cities and markets.

About Godrej Security Solutions:

Godrej Security Solutions is a division of Godrej & Boyce Mfg. Co. Ltd and part of the USD 4.1 billion Godrej Group. A pioneer and leader in the business, Godrej Security Solutions Division is the largest manufacturer and marketer of Security Solutions in India. It is the largest supplier of security solutions to several prestigious banking, corporate and public institutions. For the first time in the category and the industry, Godrej Security Solutions Division has been awarded the Superbrand status. It has also won the “Most Preferred brand” award in the Home Segment. The Division currently exports its products to over 45 countries including Middle East Asia, South East Asia, Far East Asia, East Africa, the US, Europe and the SAARC Countries.

Media contact:

Apurva Mishra Ph: 9833163620 Email: apurvapm@godrej.com	Mayukhi Mondal Ph: 9168464125 Email: mayukhi.mondal@adfactorspr.com
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