

Ashish Dhakan, MD & CEO, Prama Hikvision: The India's Leading Video Security Solution Provider is Expanding Its Footprints in the field of Industrial Automation, AI and Robotics



*Interview of Ashish P. Dhakan,
MD & CEO, Prama Hikvision India Pvt. Ltd.*

Prama Hikvision has a diverse range of Smart City solutions, Innovative Video Security Solutions, AI Technology Applications, Transport Solutions, Intelligent Traffic Systems and Mobile and Portable Solutions.

Q. Please give us a brief of your company and your journey so far.

A. Prama Hikvision is the India's leading video security solution provider. Backed by the research and development initiatives, now it is expanding its footprints in the field of Industrial Automation, AI and Robotics. It has completed a decade long journey based on trust, growth, innovation and technology leadership in the Indian security market.

Prama Hikvision India is committed to provide high quality products with agile technical support serving a large network of dealers and

system integrators across India, through its 51+ branches and a motivated workforce of 2700 employees. It has one of the first and largest state-of-the-art 'Make-in-India' manufacturing facility near Mumbai. The company has established an impeccable trust and reputation among security industry professionals in India.

Q. What are the globally changing trends in video surveillance and security measures?

A. Significant changes have shaped the Video Surveillance and Security Technologies during the last decade, and more exciting innovations should be expected

in the 2021. The latest research points to video everywhere, edge computing, and AI as the top technologies that will have a major impact in the security market.

In spite of a highly unusual 2020, the security industry's constant transformation has not stopped. Several significant shifts in the use of technology are even accelerating – for example the increasing applications of multi-perception technologies, the convergence of security systems, the popularity of artificial intelligence, and the rise of cloud solutions. Emerging technologies and applications – such as multi-dimensional perception, UHD, low light imaging, artificial intelligence, and cloud technology – open new possibilities for the IP Camera applications. With Hikvision's new Video & Audio Convergence Solution, IP speakers now can be linked with cameras, access control systems, and alarm devices.

Q. What are the latest state-of-the-art products/technologies launched by your company?

- A. Prama Hikvision has introduced a wide range of products across the product segments, including Video Surveillance, Access Control, Perimeter Security, Intrusion Alarm, Machine Vision, Industrial Automation, and Robotics. These products use the latest technologies, including Artificial Intelligence (AI), Internet of Things (IoT), Big Data, Block Chain, Machine Vision and Robotics.

Hikvision's DeepinView Cameras and Deepinview NVRs are the best in class offerings in the Intelligent video surveillance category. In Video surveillance segment, we have introduced ColorVu and AcuSense technology based IP and analog cameras. We have recently introduced new ColorVu offerings for more vivid 24/7 colorful imaging, and has first included 4K and varifocal cameras in the full-color range.

These newly released ColorVu cameras can integrate Hikvision's

cutting-edge AcuSense technology to help users focus only on events that matter to security. Empowered by deep learning algorithms, ColorVu cameras can distinguish people and vehicles from other moving objects such as rain, leaves and animals.

In the Access Control category, MinMoe Face Recognition Terminals with the 'touch-free' experience that face recognition provides. With advanced deep learning technology and diverse practical functions, making access control and time attendance much easier.

We have recently introduced High Speed Entrance Control Products – Tripod Turnstile, Swing Barrier and Flap Barrier. These High Speed Entrance Control Products ensure flexible solutions and fast access. We had launched new EZVIZ Smart Home cameras and many vertical specific solutions to help safe reopening process across verticals.

Q. How do you perceive the smart city development in India?

- A. India's future is being redefined by the 'Smart Cities Mission', this is a big opportunity to develop India's Smart Cities with innovative solutions. The Smart Cities Mission, with its ambitious plan of setting up 100 Smart Cities is driving the Smart City vertical into a new phase of growth. Now some of the pilot smart city projects are showing a significant level of progress. The overall results are very encouraging for the security industry stakeholders.

Being a key solution provider to the Smart Cities Ecosystem in India, Prama Hikvision would continue to add value by providing Advanced Video Security and Smart Security Solutions. In addition, it is further committed to provide intelligent security solutions in Access Control, Perimeter Security and Intelligent Transport Solutions. Prama Hikvision has a diverse range of Smart City solutions, Innovative Video Security Solutions, AI Technology Applications, Transport Solutions,



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Intelligent Traffic Systems and Mobile and Portable Solutions.

Q. What are the long-term goals for your company?

- A. Our long-term goal is to continue to grow as a leader in the Indian security market while offering best-in-class products, cutting edge technologies and innovative solutions. Prama Hikvision has been following the 'Make-in-India' roadmap with long term commitment to bolster local manufacturing capabilities. Prama Hikvision's 'Make-in-India' manufacturing facility has contributed significantly in reducing the total cost of ownership (TCO) of Video Security Cameras through local manufacturing. We have plans underway to expand our manufacturing facilities and distribution network. 