



**Ceasefire, the name that pioneered fire safety in India, is today a fast emerging global brand that protects millions of people across the world every single day. Saving lives keeps us going.**





For decades now we've developed **revolutionary** fire safety technologies in **India**, through our **extinguishers** and fire fighting systems that are so unique and built at the very **forefront** of **new-age technology**, that many are **firsts in the world**.







From **Hospitals to Airports, To Schools and Malls, To Indian Army, Navy & Airforce, To Indian Railways, Ordnance Factory and DRDO labs**, Ceasefire is safeguarding the assets of the nation everywhere like an omnipresent brand.

And of course millions of Indians who use these facilities.





## Our Size and Scale

A team of over **2000 professionals** collectively work from over **100 Ceasefire branches** in the country to bring in **3000 new customers** each month.

Today Ceasefire customers are a family of over **500,000** that include the best names from across industry verticals.





**Today a Ceasefire fire safety product is sold every 61 seconds.**

**And is used in a real life fire emergency saving lives & property, every 5 minutes.**



# What sets us apart?



**Ceasefire** is uniquely positioned to offer its customers a single window service offering, having evolved fully on **the three aspects** of –

- A **360 degree** range of fire safety products
- **End-to-end** solutions , starting from Design to Manufacturing to Commissioning and Maintenance
- A **dynamic distribution** model that ensures Ceasefire products are available where and how the customers need them.



A full spectrum  
of fire safety  
products

360 Degree fire safety;  
One company



**Complete line of Fire Extinguishers, Watermist Based Fire Extinguishers, Special Application Fire Extinguishers, Total Flooding Systems, Specialised Kitchen Fire Suppression Systems, Micro Environment Suppression Systems, Completely Independent Watermist Based Hydrant Systems, Watermist Based Fire Suppression Systems.**

# Wide Range of Portable & Trolley Mounted Fire Extinguishers

ABC Powder, Water & CO<sub>2</sub> based extinguishers.  
Certified to EN3 / EN1866 standards.






# Special Application Fire Extinguishers

Clean Agent, Wet Chemical and Special Agent  
Extinguishers for Specialised applications.



CEASE  
FIRE



# Portable & Trolley Mounted Watermist-based Extinguishers

Exclusive range ready to fight  
large fires without any collateral damage.



# Designer Series Home & Car Fire Extinguishers

ABC Powder & Clean Agent-based fire  
extinguishers that come in aesthetically  
pleasing designs and colours.





# In-Panel Tube Based Fire Suppression Systems

LPCB Certified micro environment  
suppression systems. Certified to  
LPS1666 Standard Certification.





# Kitchen Hood Fire Suppression Systems

Watermist and Wet Chemical-based  
Systems. Certified by LPCB to  
LPS1223 Standard Certification.





# Specialised Watermist Based **Suppression Systems**

Watermist-based Systems for exclusive application in offices, warehouses, factories, generator and transformer areas.





# Specialised Gas Based **Fire Suppression** **Systems**

HFC227ea based system. Available in both  
Engineered and Pre-engineered variants.







# Watermist based **Hydrant Systems**

Completely Independent  
Watermist-based Hydrant systems.





# Special Firefighting Systems

Advanced firefighting Systems that are  
first of their kind in the world.



# The Manufacturing Edge



Selakui, Dehradun, India

**Ceasefire's** products aren't just assembled; they are **engineered to perfection** and tested ruthlessly.

- A world class **deep draw** station for container manufacturing
- In-house **valve manufacturing** unit
- State-of-the-art **MIG CO2 welding** station
- Best in class **paint** shop
- A fully equipped testing lab
- A total production capacity of **4.8 lakh products** per annum
- ISO 9001 certified facility
- Complies with OHSAS
- Has **PESO** approval for pressure filling
- Production that complies with **EN3, EN1866, MED, PED** and **FPC** requirements.
- Tie-ups with the world's leading **OEMs** to **customise** components to our exact specifications ensure nothing but the best products.





**The Promise that forms the  
foundation of Ceasefire:**

**Our Products will Deliver at  
The Time of Need, Every  
Single Time.**



# This Promise of Reliability is endorsed by the World's best Quality Agencies.

Meeting, and in many cases surpassing,  
the most brutal test standards laid out  
in the world – **IS15683, IS16018, EN3,7  
to 8 and EN1866.**





# What makes these Certifications a true endorsement of Quality?



- The European standards certifications (EN3, EN1866, PED) are considered **best in the world** because their scope of audit and tests that are all inclusive in nature.
- The certification **doesn't just depend upon the finished product**; the certification audit begins with how the raw materials are procured, suppliers audit, inward quality audit, production quality control and outward quality audit.
- The scope of the audit does not only end at the production facility but also takes into account checks of products installed at the customers' premises and the audit of the **entire after sales** services system.



# Never before in the Indian market



At Ceasefire we have always **pushed the quality envelope further**. In an unprecedented move the company makes fire safety products available in the Indian market which are certified to not one, but **multiple leading quality standards** and are certified by the best agencies from around the world.

Each specializing with their **unique set of parameters** on performance, safety and application of our products.





# What do these Certifications mean for you?



**More Firefighting Power:** For the two products of the same size with the same agent, the one with EN ratings has greater fire fighting potential as it has passed a battery of stringent tests and higher benchmark standards for approval.

**Superior Quality:** An EN certification guarantees that the product you have is absolutely top-notch; ready to protect at all times. Internal routine audits and external inspections assure that our quality systems are consistent with international industry standards at all times.

**Globally Recognised:** We have an in-depth understanding of the specific requirements of international certifying agencies and have worked our way to have certified products that are accepted by MNCs and other companies worldwide.

**Transparent Online Verification:** All products certified by LPCB are up on the website [redbooklive.com](http://redbooklive.com) for anyone to check and verify. Thus ensuring complete transparency to the users.



# One Company; 360 degree integrated skill sets.



## THE TECHNOLOGY SUPPORT TEAM

- A truly dynamic team with multi-faceted skill sets.
- The skill matrix comprises of **200 technology experts** who are specialists in the field of Design, Supply Chain Management, Finance, Costing & Estimation, Project Management, Project Execution and after sales.
- The team has successfully delivered, small to large projects in varied industry sectors including **Power, Telecom, Chemicals, Real estate, IT and infrastructure.**





**One Company;  
360 degree  
integrated skill sets.**



## THE DESIGN CELL

A key part of the product offerings from Ceasefire comes from the company's in-house Design Cell. The cell comprises of Fire Experts, Engineers and draftsmen who:

- Design Ceasefire Systems to meet the customers objectives.
- Based out of multiple geographical locations of **Delhi, Mumbai and Bengaluru.**
- Work closely with customers to ensure that the fire fighting systems are designed considering the risks associated with the premise and to **comply with the statutory requirements** meeting the national and state fire codes.
- Use the **very latest in technology**, working with online tools and softwares like PIPENET, Autocad, Caesar and Room Integrated Testing Softwares.



**One Company;  
360 degree  
integrated skill sets.**



## **THE SUPPLY CHAIN MANAGEMENT TEAM**

Ceasefire Supply Chain team comprises of procurement experts who are well versed with various product standards in the fire industry.

The team ensures smooth supply of **quality inputs into any project** that the company may have taken up for execution.

This team is based out of **Delhi, Mumbai** and **Bangalore** and coordinates for their respective territories covering the entire length and breadth of the country.

This team coordinates with all departments and teams internally to **deliver the project successfully**.

The team holds complete responsibility of smooth and efficient completion of projects and has an impeccable track record of timely and successful handling of over **250 projects** till date.





**One Company;  
360 degree  
integrated skill sets.**



## THE PROJECT EXECUTION TEAM

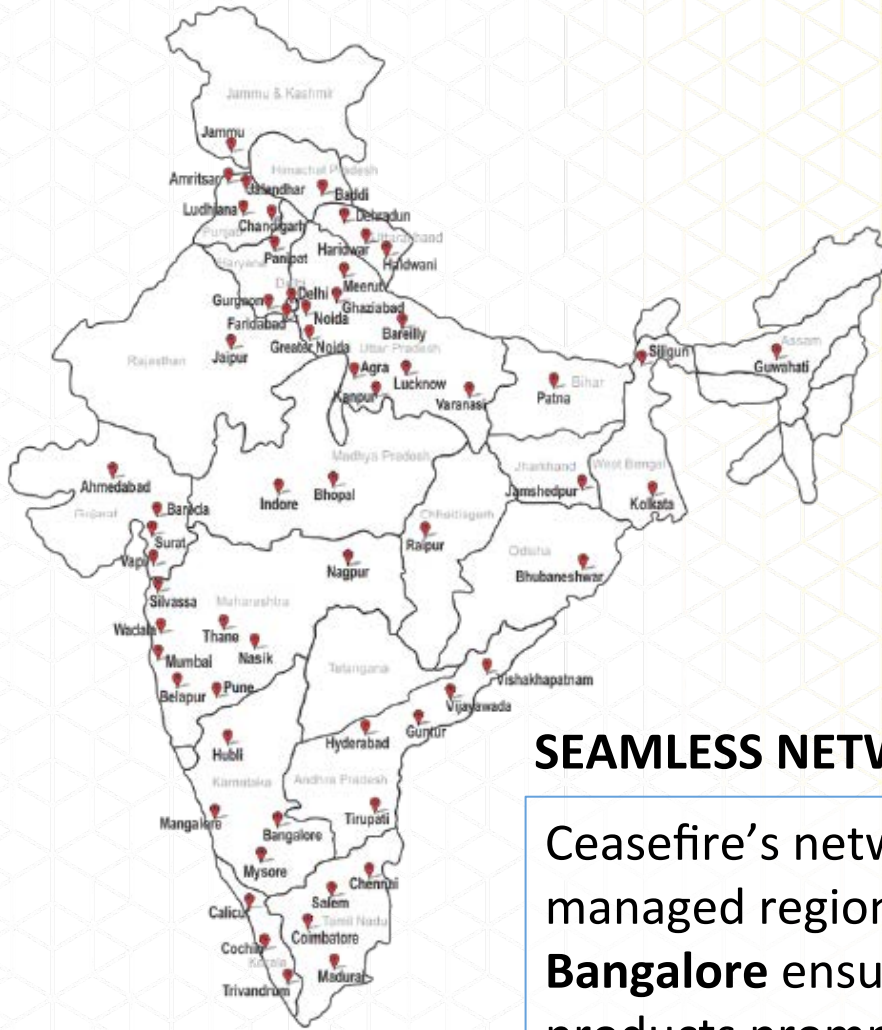
Ceasefire's Project Execution team comprises of **125 highly qualified and experienced** project managers, engineers and skilled technicians.

These professionals execute a diverse variety of projects, **spread across business segments** and are experts in commissioning systems for holistic fire safety.

The professionals drive teams to deliver projects in the **most challenging and demanding conditions** and environments without compromising of quality, safety and timelines of project delivery.

The team is capable of executing **Factory Mutual (FM)** approved projects and familiar with all fire safety standards like the National Building Code (NBC)





## SEAMLESS NETWORK OF LOGISTICS

Ceasefire's network of company owned and company managed regional warehouses in **Delhi, Mumbai** and **Bangalore** ensure that our customers receive the products promptly and the Technology support teams gets all the stock it needs to deliver projects **on time, without any roadblocks.**





# Our take on health, safety and environment



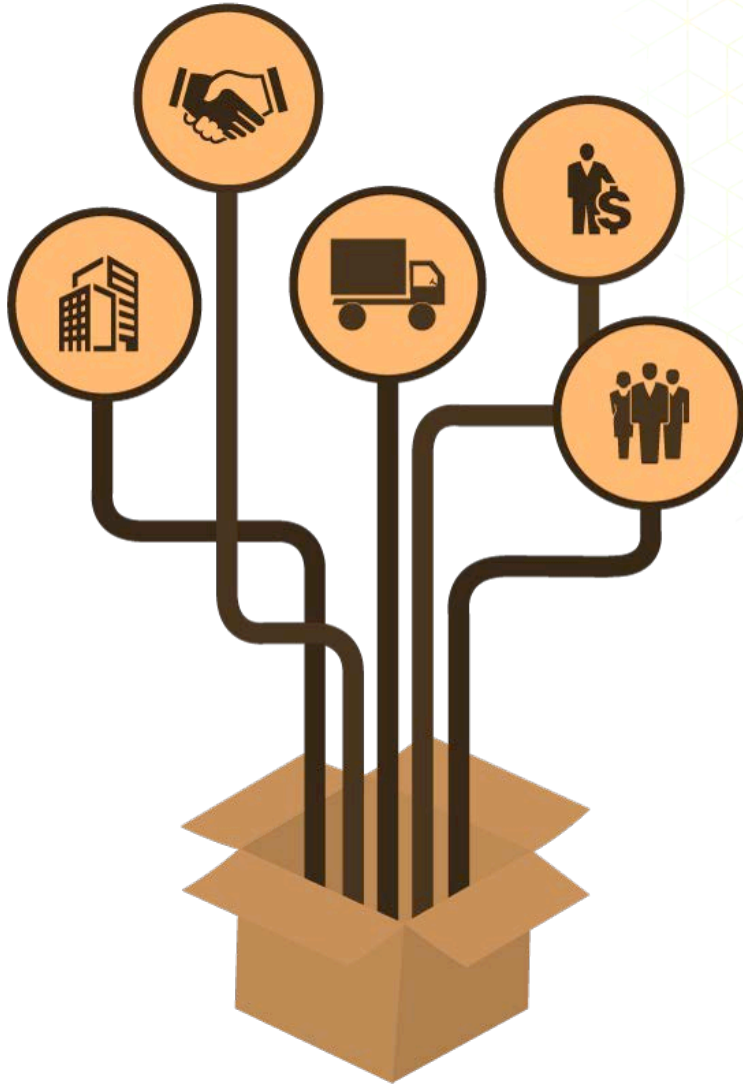
Ceasefire invests heavily in the occupational health and safety of its employees, ensuring that all our business activities are carried out in an **environmentally responsible and safe way**.

**Every quarter**, the teams undergo comprehensive training to keep themselves updated on the latest HSE best practices and operational procedures.

Every Ceasefire Technology Team member is fully equipped and experienced to train the staff at the client's premises on usage and upkeep of the fire safety products and systems installed at their premises, using the standard **best practices and procedures**.



# A Dynamic distribution model



Ceasefire's dedicated distribution verticals have a **mandate to serve exclusive sets of customers with unique needs**. These distribution teams make the Ceasefire brand an omnipresent name in the Indian market.

This distribution network consists of over **100 branches** with pan India presence, in **300 cities**, manned by **2000 trained professionals**.





# Specialized Distribution Verticals



**Ceasefire Commercial Sales Division:** The Flagship distribution vertical of the company which offers the entire range of Ceasefire product solutions to customers ranging from the middle to the base of the market pyramid.



**Ceasefire Enterprise Division:** This distribution entity of Ceasefire has the mandate to sell and build relationship with the corporate customers of the company at the top of the market pyramid.



**Ceasefire Systems Division:** An elite distribution division of Ceasefire which has the mandate to sell & commission Ceasefire's state-of-the-art Fire Safety & Security Systems to the top notch blue chip customers of the company.



**Ceasefire Commercial Kitchen Division:** This distribution arm of Ceasefire is dedicated to sell Ceasefire's Specialized fire safety solutions in the hospitality sector.



# Specialized Distribution Verticals



**Government & Institutional Sales Division:** A dedicated division of Ceasefire that caters exclusively to the Central & State Government Bodies, Ministries, Military, PSUs and Government Institutions.



**Ceasefire Projects Division:** The division, supported by a 400 plus strong technical team, undertakes turnkey fire safety & security projects for large customers.



**Client Services & Training Division:** This is a specialized Services division of the company that offers after sales services and allied products to the entire population of Ceasefire customers.



**Ceasefire Business Associate Division:** The newest distribution vertical that appoints Ceasefire dealership networks across the country and sells to the listed establishments.



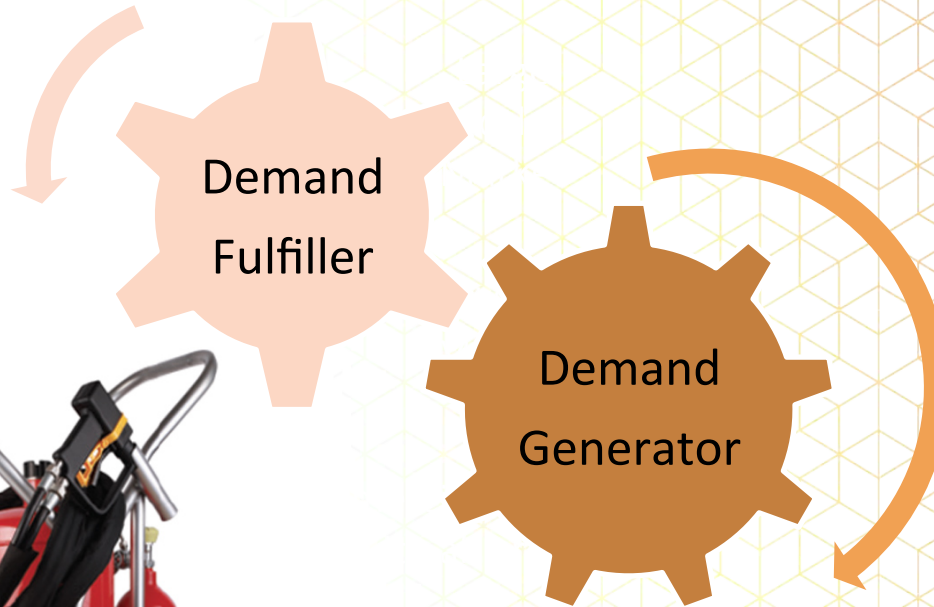
**Ceasefire Export Division:** Forges alliances in the international markets and appoints Ceasefire dealership network overseas.





# We've played a Dual Role so far

A wide range of products and dynamic distribution channels ensure that our customers get all kinds of state-of-the-art safety solutions



Constant innovation creates new product categories like In panel systems, Watermist Compressed Air Foam System and more recently, the Ceasefire Launcher, and makes us both pioneers and leaders of these categories



# The Ceasefire advantage at a glance

## A full spectrum of Fire Safety Solutions

- 360 Degree Fire Safety Solutions
- Quality that stands endorsed by the world's top quality agencies

## Dynamic Distribution Model

- Exclusive distribution verticals to address unique sets of customers

## End to End Solutions

- In house Design Cell
- Technology Support Team
- Supply Chain Management Team
- Project Execution Team
- Pan India Network of Logistics





All put together,  
Here's where we  
stand today...



# Here's where we stand today



- ★ Ceasefire is ranked amongst the **top fire safety brands** in India.
- ★ In an unprecedented move the company has brought to the Indian market a range of products that are certified to not one, but **multiple, leading quality standards of the world**.
- ★ These standards include **IS15683, IS16018, EN3,7 to 8, EN1866, PED** and **various LPS standards** for Ceasefire fire fighting systems; Certified by top notch quality agencies including BIS, BRE, LPCB, EUROCERT, OHSAS and ISO.
- ★ Adding to the brilliant brand recall, Ceasefire continues to **invest heavily in R&D** and churns out next-gen technologically advanced solutions to retain its cutting edge.





# Here's where we stand today

- ★ **Pan India presence** with a robust human capital powers an **unmatched network & coverage** in the country.
- ★ **Specialized distribution** enables market penetration even further.
- ★ Ceasefire's end to end offerings makes it the **only company to offer 360 degree**, one-stop-shop solution to clients.
- ★ Dedicated R&D and L&D helps company retain its cutting edge.
- ★ Behind the addition of **3000 new customers every month** is a well-oiled fully functional sales & marketing engine backed by robust operations.





# Increasing the **world's** **safety quotient.**

## Ours is a business of saving lives.



Visit us at [www.ceasefire.in](http://www.ceasefire.in) or call us at 1800 120 3473 / 9540 666 666