

From safety locks to cameras, home tech is changing the game

What started as a novelty is now a must-have. Smart home security systems are reshaping safety in Indian households

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Smart home technologies started as novelties for tech-savvy buyers who enjoy features like voice-controlled operations and seamless integration with appliances. This growing interest eventually led to the development of smart home devices within the home security spectrum as well, attracting a larger audience looking for enhanced safety and convenience.

"The integration of smart home devices is becoming common, especially in new projects, slightly lowering the need for an added expense. It's becoming a norm to find safety devices in our homes, such as motion sensors, security cameras, smart locks, smart video doorbells, smart smoke and carbon monoxide detectors and integrated alarm systems. They offer numerous advantages at various prices to suit a range of budgets," shares Aniluman Magarise, chairman and CEO - India, South-East Asia, Middle East and Africa, CBRE.

The price aspect

These smart home devices generally come with a heavier price tag than their non-tech-enabled counterparts. Experts however say that the price for these products can vary based on the functionality an individual is looking for. Shivam Agarwal, VP, strategic development of a real estate group says, "Smart locks are available from Rs 3,000 onwards, ranging from basic models to those with advanced technologies, catering to diverse demands and preferences. Security cameras start from Rs 2,000 onwards, offering options for wired or wireless



connectivity, indoor or outdoor use, and various resolutions to meet specific customer needs. Motion sensors are available at price points starting from Rs 1,500. Integrated alarm systems, which can feature either professionally monitored or self-monitored options, start from Rs 8,000 and above. This variety allows customers to select the best solutions for their homes from the wide

range of options available in the market."

"Safety and security appliances have now become standard deliverables in properties, especially in high-end and luxury projects. In the affordable category, they are offered as an add-on. The price range starts from around Rs two lakh per unit, which includes door automation, cameras, motion sensing devices,

and integrated dashboard cloud service setup," adds Maninder Chhabra, director of sales, marketing, and CRM of a real estate firm.

"Depending on the kind and level of technology, safety appliances are priced diversely. The price of a basic gas leak alarm and smoke detector ranges between Rs 1,000 and Rs 5,000. More sophisticated smart home security systems cost anywhere between Rs 10,000 and Rs 50,000. Upward of Rs one lakh can be spent on upscale integrated systems for luxury residences that include automation and extensive surveillance," notes Maulik Unadkat, founder of a smart home and office automation company.

The benefits

Agarwal further explained the benefits of these devices as follows:

- **Automation:** "Smart home security devices can work together to create automated routines, such as turning on lights when motion is detected or locking doors when the alarm is armed."
- **Remote control:** Centralised control through smartphone apps allows homeowners to manage all their devices from one place.
- **Increased safety:** Integrating security systems with other smart home technologies like fire alarms, water leak detectors, and smart lights, enhances overall home safety.
- **Convenience:** Streamlines the user experience by providing seamless control and monitoring of the home's security and other smart systems."

INDIAN SMART HOME MARKET GROWTH

"According to a report by Research and Markets, the Indian smart home market is projected to grow at a CAGR of 29.17 per cent between 2021 and 2026. A survey by Statista in 2022 revealed that 72 per cent of Indian households showed interest in smart home devices, with

a significant portion willing to invest in smart security systems. The rise in urbanisation, which saw urban population growth reaching 15 per cent in 2021, also saw an increase in security incidents making homeowners more security-conscious," says Agarwal.