

Sentra™ Indoor Privacy Camera Business Plan

Investor-Focused Plan

Executive Summary

Sentra offers an AI-driven indoor security camera that prioritizes privacy by performing all video analytics on-device. It provides modular alerts (child fall, intrusion, inactivity, panic-gesture) and customizable user access, with optional India-hosted cloud backup for event clips. We target Indian homes, schools and offices through professional installer partners and strong retail/online channels. The India CCTV market is large and fast-growing: ~USD 4.8B in 2025, ~12.3B by 2030 (~20.6% CAGR). Sentra differentiates on privacy masking, local-only mode, and a community safety mesh. We seek funding (₹X crores) to finalize product, expand manufacturing (Make-in-India), and build market channels; we project break-even by Year 3 with a profitable business by Year 4.

Company Description

Sentra (R&D and manufacturing based in India) is founded by security/IoT veterans. Our mission is “Safety without surveillance.” Key team members have backgrounds in AI hardware and security deployments. We will leverage Make-in-India initiatives (domestic production) and comply with India’s data-localization regulations by hosting customer data on Indian servers. Installation and maintenance will be handled by certified local partners, enhancing trust and service quality.

Market Analysis

- **Market Size & Growth:** India’s CCTV camera market is projected at ~₹40,000 Cr (USD 4.8B) in 2025, growing to ~₹100,000 Cr (USD 12.25B) by 2030 (~20.6% CAGR). The broader smart home security segment also doubles (~USD 1.14B in 2024 → 3.56B by 2030, 20% CAGR).
- **Drivers:** Crime rates remain high (Delhi saw ~306K cases in Feb 2022, +13% heinous crimes YoY), spurring security spending. COVID and new safety norms (e.g. mandatory CCTV in COVID wards) have further boosted demand.
- **Segments:** Tier-1/2 cities dominate adoption (>80% share). Notably, CBSE now **mandates CCTV** in all board-exam halls (~8000 schools in 2025), driving institutional sales. Office campuses, hospitals, and transportation hubs are also expanding video surveillance.
- **Competitors:** The market is fragmented. Major players (Hikvision/CP Plus, Godrej, Panasonic, etc.) offer basic cameras. Few Indian brands emphasize privacy or AI alerts. Sentra’s combination of on-device intelligence and privacy focus fills a unique niche.

Service or Product Line

- **Product:** Sentra indoor camera – 2K HD pan/tilt unit with advanced sensors. On-device edge-AI analyzes video in real-time.
- **Features:**

- Customizable alerts (detects falls, intruders, inactivity).
- Privacy safeguards: hardware encryption and **local-only mode** (no Internet connection required) ensure no video leaves the home. **On-device processing** addresses known Internet of Things camera privacy/security gaps.
- **Privacy Masking:** Faces/areas can be blurred. Role-based user access (e.g. child vs parent views).
- **Connectivity:** Wi-Fi/Ethernet; connects to smartphone app for live view and notifications.

Packages:

1. Home Package (Standard Indian Home – 2–3 Bedrooms):

Average Indian urban homes have 2–3 bedrooms, a hall, kitchen, and possibly a balcony/entryway.

- **Starter (₹7,999)**
 - 2 Sentra Cameras (Hall + Entry or Bedroom)
 - Local SD storage
 - Free Sentra App with basic live view and alerts
 - Self-install (optional installer add-on)
- **Family Pack (₹12,999)**
 - 4 Sentra Cameras (2 Bedrooms + Hall + Entry)
 - Installer included (₹750 value)
 - 7-day cloud backup (Gold plan) included for 3 months
 - Smart behavior summary and customizable privacy zones
- **Premium Home (₹19,999)**
 - 6 Sentra Cameras (All rooms incl. kitchen, balconies)
 - 1-year Platinum cloud plan (14-day video, call alerts)
 - Panic detection, activity heatmaps, zone blurring
 - Full professional install + 1-year warranty

2. School Package (Classroom & Campus Monitoring):

Average medium-sized Indian school has 10–25 classrooms, 2–3 corridors, a staff area, and front/back entry gates.

- **Basic Campus Pack (₹49,999)**
 - 10 Sentra Cameras (8 Classrooms + 2 Entryways)
 - Role-based access for staff/principal/admin
 - Free Gold cloud plan for 6 months
 - Certified installer setup
- **Safety-First School Pack (₹1,29,999)**
 - 30 Sentra Cameras (25 Classrooms + 5 Shared Spaces)
 - 1-year Diamond subscription for unlimited cloud coverage
 - Custom alerts: aggression detection, teacher panic phrases
 - Dedicated school dashboard access + audit logs
 - Multi-user training & support package
- **Enterprise Smart Campus (Custom Quote)**
 - 50+ Cameras for large schools/institutes
 - Advanced analytics dashboard with visitor logs, facial blur compliance
 - Integration with alarms and PA systems
 - Offline mode for areas without Wi-Fi

3. Office/Clinic Package (Small to Medium Workplaces):

- **Startup Pack (₹11,999)**
 - 3 Sentra Cameras (Reception, Workbay, Entry)
 - 3-month Platinum plan trial
 - Voice alert customization (e.g. “Staff-only zone”)
 - Remote view access for admins
- **Business Security Pack (₹34,999)**
 - 10 Cameras (All key areas: cabins, store, lobby)
 - Advanced alert modes (after-hours motion, object left detection)
 - Employee access roles & analytics reports
 - Installer included + hardware replacement warranty (1 yr)

Marketing & Sales

- **Channels:**
 - *Professional Installers:* Home/shield system vendors and electricians trained to sell/install Sentra, providing turnkey service (preferred by consumers looking for reliability).
 - *Retail & Online:* Electronics stores and e-commerce platforms (Amazon, Flipkart, local chains) for DIY sales. Leveraging Hero Group’s distribution network will boost reach.
 - *B2B:* School boards and office IT contractors engaged via direct marketing and pilot projects. Emphasize Sentra’s privacy advantage to institutional buyers.
- **Pricing:** Cameras positioned mid-market (~₹2,500–3,500). Monthly subscription tiers (basic free; premium ₹99–₹249/month) for cloud storage and advanced alerts. This matches local competitor pricing (Qubo’s plans in this range).
- **Promotion:** Demonstrations at tech expos; partnerships with security training academies; digital advertising targeting privacy-conscious customers. Emphasize real-world use cases (child safety, senior monitoring).

Funding Request

We seek **₹5 crore (≈\$600K)** seed investment to fund final development, initial inventory, and market launch. Use of funds: 35% product R&D and certification; 25% manufacturing tooling (Make-in-India units); 25% sales/marketing (channel development, pilot projects); 15% operations (team hires, working capital). We plan a Series A follow-on (~₹15Cr) post-prototype success to scale production and expand to pan-India distribution.

Financial Projections (illustrative)

Year	Units Sold	Revenue (₹Cr)	Net Profit (₹Cr)
2025	5,000	2.5	-0.5 (loss)
2026	20,000	10.0	0.0 (breakeven)
2027	50,000	25.0	3.0 (profit)

Appendix

- **Market Data:** India CCTV market ~USD 4.8B (2025)→12.3B (2030); India smart-home security ~USD 1.14B (2024)→3.56B (2030).
- **Regulatory:** CBSE mandates CCTV in ~8,000 exam centers, reflecting institutional adoption.
- **Competitor Comparison:** Sentra offers all features of leading cameras plus privacy/A.I. advantages, positioning it above commodity products.