

A Month of Glory: CP PLUS Shines Bright with a String of Prestigious Awards in July 2025

In an industry where innovation, resilience, and trust are the ultimate currencies, CP PLUS has once again reaffirmed its place as India's most admired name in security and surveillance. The month of **July 2025** proved to be a spectacular milestone in the brand's journey as it swept multiple prestigious honors across platforms, not just recognizing its excellence in product innovation, but also saluting its transformational leadership, branding strategy, and commitment to a self-reliant Bharat.

From the revered **OSPAs India & South Asia** stage in Bangalore to the **India Brand Summit 2025** and **VARIndia's IT Forum**, CP PLUS emerged as a clear winner - earning accolades that reflect not only its technological prowess but also its long-standing relationship of trust with customers, partners, and the nation at large.

Outstanding Security Product of the Year: OSPAs 2025



At the **Outstanding Security Performance Awards (OSPAs) 2025**, CP PLUS took home the prestigious award for **Outstanding New Security Product - India & South Asia**. Recognized amidst a highly competitive field, this award celebrated the ingenuity behind CP PLUS's indigenously designed surveillance systems - built with cutting-edge technology, superior data

encryption, and adaptive analytics that serve the evolving needs of urban and critical infrastructure.

This win is particularly significant as the OSPAs are known for their rigorous and impartial judging process, honoring the best performers across the global security industry. For CP PLUS, this honor stands as a testament to its deep-rooted commitment to designing **Made-in-Bharat** products that meet international benchmarks while being tailored to Indian conditions.

The awarded product - part of CP PLUS's next-gen range of intelligent surveillance cameras - leverages advanced video analytics, AI-driven compression technology, and robust IP67-rated designs. It is built not just to watch but to interpret, adapt, and act - meeting the demands of smart cities, transportation systems, critical infrastructure, and modern policing initiatives.

Double Glory at India Brand Summit 2025



Double Victory for CP PLUS!

Brand of the Year & Best Transformational Growth Awards 2025



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Recognition came in doubles at the **India Brand Summit 2025**, where CP PLUS bagged two of the evening's most coveted titles:

- **Brand of the Year Award** for the powerful and expansive **CP PLUS Galaxy Store Campaign**
- **Best Transformational Growth Award** for the brand's visionary **Made-in-Bharat Initiative**

The **CP PLUS Galaxy Store Campaign**, launched earlier this year, reimagined the customer experience by creating experiential touchpoints in the form of immersive retail outlets across the country. These stores not only showcase CP PLUS products but serve as educational hubs - helping customers make informed decisions while building trust in surveillance as an essential service.

On the other hand, the **Best Transformational Growth Award** for the **Made-in-Bharat Initiative** celebrated a much deeper shift - the brand's strategic redirection towards indigenous manufacturing and R&D. In an era when global supply chains have been volatile, CP PLUS chose to invest in India. From its STQC-certified manufacturing facilities to its in-house designed IP SoCs and codecs like **Instastream**, the brand has championed the spirit of *Atmanirbhar Bharat*, proving that global quality can be "Made in India."

This dual recognition reflects how CP PLUS excels not only in creating transformative products but also in narrating a compelling brand story rooted in purpose and progress.

VARIndia IT Forum 2025: 5th-Time Winner as the Most Admired Brand & Marketing Leadership Recognition



CP PLUS Wins

The Most Admired Brand Award for the 5th time in a row



MADE IN
Bharat

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Rounding off the month on yet another high note, CP PLUS was honored with the **Most Admired Brand Award** at the **23rd VARIndia IT Forum 2025** -for the **fifth year in a row**. This

recognition underscores the consistent brand equity CP PLUS has built in the B2B and B2C security markets. With a distribution network that touches every corner of India and a product ecosystem that spans residential, commercial, industrial, and institutional verticals, CP PLUS has become synonymous with trust and reliability.

Adding a personal feather to the brand's cap, **CP PLUS's Chief Marketing Officer** was awarded the **Most Influential CMO 2025** at the same event. This award recognized the strategic, creative, and data-driven marketing efforts that have helped CP PLUS break new ground - especially in driving mass awareness, retail engagement, and policy dialogue in the security domain.

Through campaigns like *Shaurya Bharat Drive*, partnerships with law enforcement, and its active role in events like the Police Expo, the brand's marketing has never just been about promotion—it's about positioning security as a fundamental right for every Indian citizen.

Towards the Future: A Brand That Builds for Bharat

In a world increasingly driven by algorithms, data, and visual intelligence, CP PLUS stands grounded in a singular mission: **to make safety accessible, intelligent, and Made-in-Bharat.**

The accolades of July 2025 are not the culmination but a continuation - a reaffirmation that the road ahead is not just about creating better products but about building safer communities, empowering law enforcement, supporting digital infrastructure, and giving every citizen the peace of mind they deserve.

As the surveillance landscape grows more complex, CP PLUS will continue to lead with clarity, capability, and conscience - translating recognition into responsibility, and success into service.

Because at CP PLUS, we don't just secure spaces - we secure possibilities.