

**CERTIFIED TRUE COPY OF THE RESOLUTION PASSED AT THE BOARD MEETING OF TRANSLINE TECHNOLOGIES LIMITED HELD ON WEDNESDAY, 6<sup>TH</sup> DAY OF AUGUST, 2025 AT 10:30 A.M. AT THE REGISTERED OFFICE OF THE COMPANY AT 23-A, 3<sup>RD</sup> FLOOR, SHIVAJI MARG, NEW DELHI-110015**

**TO DISCUSS, APPROVE, AND ADOPT THE BUSINESS STRATEGY OF THE COMPANY**

The Company is required to adopt business strategies in connection with its proposed initial public offering; accordingly, the following strategies were placed before the board for discussion and consideration:

***Position ourselves a one-stop solution provider of choice for surveillance and security***

We are positioned to become the one-stop solution provider of choice for surveillance and security, offering a combination of software, hardware, and advanced analytics. We believe surveillance and security are no longer just about monitoring, they are about delivering actionable insights, operational efficiency, and complete safety ecosystems. Our integrated solutions, which can combine AI, IoT, biometrics, and analytics, empower customers to monitor, manage, and optimize their environments with confidence. Whether it's ensuring safety in retail, optimizing operations in manufacturing plants, or securing public spaces for government agencies, our offerings are designed to address different layers of security and operational needs.

As a part of our growth strategy, we are committed to strengthening and expanding our business-to-government (B2G) vertical. By leveraging our experience in security surveillance, biometrics, and IoT solutions, we aim to address public safety, smart city infrastructure, efficient resource management, and national development. We believe our proprietary software solutions can be used to address challenges in public safety, infrastructure monitoring, and urban planning. These software solutions integrate with existing surveillance and IoT networks which enhance efficiency, reliability, and decision-making across key public domains.

Key areas of focus and opportunities include:

- **Public Safety and Emergency Response:** Real-time threat detection, crowd management, and incident monitoring.
- **Critical Infrastructure Monitoring:** Surveillance, health monitoring, and utility monitoring.
- **Urban Planning and Smart City Initiatives:** Behavioural analytics for urban design, environmental monitoring, and waste management.
- **National Security and Defense Applications:** Border surveillance, fraud prevention, and AI-driven intelligence.
- **Educational and Healthcare Safety:** Campus safety and hospital management.

Our focus on delivering transformative solutions for governments is reinforced by our track record of B2G project execution. We believe this will assist us in qualifying for RFPs for larger multi-year contracts in smart cities, public safety, and critical infrastructure development, as well as expand into new geographies.

Our software solutions, StorePulse, CheckCam, and CamStore, address challenges across industries like retail, food and beverage, and manufacturing. Through cross-selling, StorePulse acts as a gateway to complementary solutions, creating a compelling value proposition that enhances security, operational efficiency, and reliability for enterprises.

Key industry opportunities across the retail, enterprise, and government sectors, among others. Government/PSU is the largest user of video surveillance systems and solutions in India. It currently contributes to 40.7% of the total market and would continue to grow even further to likely reaching 42.8% of the market construct. Government/PSU includes government and public sector undertakings in banks, financial services, power plants, telecom, post office, smart cities, traffic systems, public transport, education, industrial, law enforcement, etc. The government has been setting up video command centers across urban centers to better manage and monitor security. Video feeds received by these centers are also useful in bringing in operational efficiency and enabling proactive management capabilities. (Source: F&S Report)

The enterprise segment is the next biggest user of video surveillance, followed by retail. Enterprise refers to commercial establishments (only the private sector), including offices, hospitality, and healthcare. Some of the use cases of video surveillance in the enterprise segment include identification of suspicious activity, employee safety, employee efficiency, visitor management, energy efficiency, etc. Likewise, using the power of AI and video analytics, the retail industry has been using video analytics to improve security, monitor customer behaviour, and store management. It is estimated that by the end of FY 2030, the retail segment would contribute to around 17.2% of the market in India. (Source: F&S Report)

By transitioning to a Software-as-a-Service (SaaS) model, we can scale globally, offering seamless accessibility and predictable revenue streams. This model enhances customer retention through scalable pricing, continuous updates, and improved customer relationships, positioning us for long-term success. Through this dual-market strategy, we aim to deliver comprehensive solutions that meet the security, analytics, and operational needs of both businesses and governments, while driving sustainable growth through recurring SaaS subscriptions, higher-margin B2B contracts, and value-added services.

***Focus on marketing and branding to expand our geographic reach through partnerships and collaborations with leading technology***

We aim to build our brand in the security and technology space. Our marketing and branding initiatives include

- **Targeted Campaigns:** Focused campaigns highlighting *StorePulse*, *CheckCam*, and *CamStore*, tailored to the needs of industries like retail, food and beverage, manufacturing, and smart cities.
- **Digital Presence:** Leveraging social media platforms, search engine optimization (SEO), paid digital advertising, and email marketing to enhance reach, generate leads, and establish a consistent brand presence.
- **Thought Leadership:** Participating in industry trade shows, conferences, and exhibitions, along with regular media engagement, to position us as an industry innovator and trusted authority in surveillance and AI-driven technology.

We also intend to expand our geographic markets as follows:

- **Domestic Expansion:** Focusing on Tier-I and Tier-II cities, we will target high-growth sectors while leveraging our regional offices for localized sales and support.
- **International Markets:** We believe regions like North America, Europe, and Asia are a potential market, which we aim to leverage through dedicated sales teams, strategic alliances, and potential subsidiary setups to meet regional demands.

Strategic partnerships are integral to enhancing our offerings, driving innovation, and expanding our reach. By collaborating with leading technology providers and leveraging complementary solutions, we aim to meet the evolving needs of our customers. Key initiatives include:

- **Retail and Enterprise Alliances:** Partnering with major multi-national cloud service providers to ensure secure, scalable data storage and enable real-time analytics for global accessibility and working with IoT vendors and infrastructure providers to integrate sensors, smart cameras, and tracking systems into solutions for traffic management, environmental monitoring, and public safety while collaborating with point of sale (POS) systems, inventory management platforms, and facility management software providers to enhance *StorePulse* capabilities and deliver tailored solutions for retail and enterprise customers
- **Global Integrators and OEMs:** Building relationships with system integrators and original equipment manufacturers ("OEMs") to co-develop industry-specific products and expand into international markets.
- **Co-Marketing Initiatives:** Partnering with technology and industry sector companies for joint promotions, increasing visibility, and reducing acquisition costs.

#### ***Driving Innovation Through Technology, R&D, and AI Integration***

Innovation is the cornerstone of our growth strategy, fueled by our R&D team. We have successfully launched new products like *StorePulse*, *CamStore* and *CheckCam*. Our R&D initiatives are designed to not only enhance our existing solutions but also to position us to develop innovative technologies that may redefine surveillance and operational intelligence.

We aim to leverage our past experience and employee base to cater to the dynamic software and surveillance sector and support the creation of solutions such as an AI-powered analytics tool, real-time video compression software for CCTV, and CCTV network health monitoring solutions. We believe these competitive advantages, along with our diverse Indian customer base, will allow us to capture emerging opportunities in domestic and international markets as demand for intelligent surveillance and connected solutions continues to grow. We intend to leverage these competitive advantages and our diverse Indian customer base to capitalize further on growth in demand for products and services across video surveillance, biometrics, IoT, and AI sectors, as well as to cater to the potential demand for our products and solutions from international markets

Looking ahead, our R&D efforts will focus on advancing core technologies and integrating emerging trends to stay at the forefront of emerging technology:

- **Advanced AI Integration:** Enhancing AI capabilities for predictive analytics, anomaly detection, and automated responses, transforming surveillance into proactive tools.

- **Emerging Technologies:** Exploring the potential of edge computing for real-time processing, blockchain for secure surveillance data and IoT-enabled smart infrastructure to support dynamic urban and industrial applications.
- **Customer Co-Creation:** Collaborating with customers to design custom solutions tailored to their specific needs to foster deeper customer relationships.

Our focus on product innovation is AI, which can help transform our solutions into proactive tools that anticipate and address potential issues. Key applications include:

- **Predictive Maintenance:** AI-driven monitoring tools to analyze equipment health, detect potential failures and provide timely alerts, minimizing downtime and extending system lifecycles.
- **Behavioral Analytics:** Advanced algorithms to identify unusual activity patterns or potential security threats in real time, enabling preemptive actions to safeguard assets and people.
- **Fraud Detection:** AI-enabled monitoring of transactions and activities to identify irregularities, protecting organizations from internal and external risks.

These capabilities allow us the possibility of elevating our solutions beyond traditional surveillance by offering actionable insights that drive operational efficiency, reliability, and enhanced security.

By combining AI-powered solutions with sustained R&D, we aim to develop offerings that are innovative, scalable, and tailored to the evolving needs of our customers. This commitment to innovation will enable us to:

- Deliver solutions that anticipate market trends and customer requirements;
- Differentiate ourselves as a provider of AI-driven surveillance and operational intelligence;
- Build a portfolio of proprietary technologies that create long-term value for customers across industry sectors.

Through these efforts, we aim to redefine the role of surveillance from passive monitoring to a proactive, intelligence-driven ecosystem that enhances security, efficiency, and decision-making.

#### ***Pursue Opportunities in Digital Transformation and Focus on Industry-Specific Expertise***

We plan to leverage our expertise in surveillance, hardware, biometrics, and digital solutions to empower our customers with seamless integration and transformation. As industries evolve, the boundaries between physical infrastructure, IT, and operational technologies are blurring, creating a growing demand for integrated solutions that address security, efficiency, and scalability.

Organizations are looking for solutions that integrate biometrics, hardware, AI-driven analytics and digital tools to meet diverse challenges. We aim to provide consulting and integration services to:

- Simplify complex IT, surveillance, and network systems through automation and orchestration technologies, improving resource utilization and operational workflows;
- Enable hybrid and multi-cloud ecosystems for better interoperability, data consistency, and performance; and
- Enhance productivity by connecting devices, platforms, and applications seamlessly.

We plan to focus on tailored solutions for the following key industries:

- Education: Offering smart campus surveillance, biometric attendance systems, and secure IT infrastructure to enhance student safety and operational efficiency.
- Finance: Delivering scalable biometric authentication, fraud detection and advanced security solutions to safeguard sensitive financial environments.
- Manufacturing: Providing IoT-driven solutions for workflow optimization, predictive maintenance and operational analytics to boost productivity.

We aim to provide comprehensive consulting and integrations services to our customers that enable:

- Efficient adoption of automation to reduce costs and improve scalability;
- Integration of surveillance and biometric systems for enhanced security and compliance; and
- Real-time analytics to support data-driven decision-making and operational planning.

By blending our core strengths in surveillance, biometrics, and hardware with advanced digital tools, we aim to remain a partner to customers seeking transformation. This holistic approach will give us the opportunity to meet our customers' needs.

**"RESOLVED THAT**, that the Board of Directors ("**Board**"), be and hereby approve and adopt the aforesaid strategies and authorize the management of the Company including the Managing Director, to do all such acts and deeds necessary for implementing the said strategies and may also involve the other parties for initial discussion however, the Board reserves the power to take final decisions and enter into any final agreement in respect of the same."

**"RESOLVED FURTHER THAT** duly certified copies of the above resolutions under the hands of [any Director and/or Company Secretary] be furnished to any government, statutory or regulatory authority as may be required from time to time."

For **TRANSLINE TECHNOLOGIES LTD.**



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Date: 07.08.2025  
Place: New Delhi