

Micro Technologies expands to Kenya

Micro Technologies (India) Ltd, A global provider of security solution products expands its business to the Kenyan market to provide a highly advanced security solution products across the country. Micro Technologies aggressively plans to market Micro Products licenses to Kenya with its premium partners. The range of products marketed would be in the category of security and life support solutions for vehicle, premises and mobile.

Kenya is the regional hub for trade and finance in East Africa with a population of 37,953,838 and 11.44 million mobile users. After the test marketing and thorough understanding of the need security products amongst the common masses, Micro Technologies with its widely accepted range of products gauged a great market potential in the Kenyan market.

There is a high crime rate in regions of Kenya particularly in Nairobi, Mombasa, Kisumu and coastal beach resorts. However, the most common crime in Kenya is car-thefts or carjackings and the property related crimes. It can be prevented by using an advanced technology driven method which can be through the use of sophisticated and innovative security solutions.

Micro Technologies (India) Ltd is a leading global developer, manufacturer and marketer of IT based security solutions for its clients across the globe. Products range includes the much-needed security devices, life support systems and web-based software. It is one of the most valued security solutions across the globe and has been accorded with Global awards and the Maharashtra IT Award for its R& D. Micro Technologies aims at displaying not just the technological innovation and prowess but also the product diversity in various segments of vehicle, premises, mobile, other assets and now entering Energy & Health Segments.

After being successfully tested for past 4 months with Kenyan users this expansion will surely be beneficial for the company. With the overview of the urge for security requirements of Kenya, Micro Technologies would expect huge amount of business in the IT-based products in security domain and associated business areas.