

Pyrox i-city is a 9 year old company currently owned by Technopreneur couple
Prasad Parasuraman & Vasudha Prasad
with 25 years' experience in Safety and Automation
and Rangsons Technologies Mysore.

It Holds 3 Patents and is in the process of filing few more.

It has to its credit the development and launch of

- the first addressable fire alarms system of India,
- the first smoke detector (false alarm immune) of India
- the first seamlessly integrated Full public address, LPG Gas leak,
Panic Alarm System with Fire Alarm.
- the path breaking patented IADAC Architecture in safety systems
- the First Fire Readiness Monitoring Platform of India.
- The first Fire Extinguisher Monitoring system of the world.
- a one of its kind home automation which combines tech with aesthetics

The company employs close to 40 engineers

and manufacturing unit is located at Hoskote.

Fully Functional High-Rises Incorporation

These ground breaking innovative platforms can be seen at

-Century Ethos Hebbal Bangalore,

-Tulip Leaf Gurgaon.

A special demo space at Horamavu,

A prestigious installation at Nagpur CFO office
amongst many others.



BEYOND AN INVESTMENT

An Invitation to Build the Future of Intelligent High-Rise Living

1. WHY i-CITY EXISTS

An Invitation to Those Who Believe Engineering Can Be an Act of Service

And for those who believe that Indian Engineers are ingrained with this unique ability.

Please continue only if you believe that technology can do more than build businesses.

Every morning, millions of people leave their homes.

Parents leave for work.

Children leave for school.

Grandparents stay behind.

Every day is filled with ambition, responsibilities, deadlines and challenges.

Yet almost every journey ends at the same place.

Home.

Home is more than a building.

It is where children feel protected.

Where parents find peace.

Where grandparents feel secure.

It is where families laugh, celebrate, recover from difficult days and gather the strength to face tomorrow.

It is where humanity quietly recharges itself.

If there is one place on earth that deserves humanity's finest engineering, it is the place we call home.

As our cities grow vertically, millions of these homes now exist within high-rise communities.

We believe they deserve far more than compliance.

They deserve care.

Why We Began

We did not set out to build products.

We set out to reimagine how life should be experienced inside a modern high-rise.

We asked ourselves a different question.

"If we could design a high-rise from first principles, how would we make every family feel safe, make daily chores more easy flowing and live more inspired - vibrant in their own homes?"

That question became our purpose.

The answer became three complementary technology platforms.

Not products.

Facilitators of life.

2. THREE PLATFORMS. ONE PHILOSOPHY.



**Because Every Family Deserves
More Than Compliance**

Most fire alarm systems are designed to satisfy standards.

We asked a different question.

"If our own family lived here, how would we want this building to protect them?"

That question led to VictoFire—a patented life-safety platform that reimagines fire detection, emergency communication and addressable architecture through our Integrated Addressable Alarm, Detection and Communication (IADAC) technology.

With intelligent false alarm immunity, dramatically simplified cabling, integrated voice evacuation and superior maintainability, VictoFire does more than detect danger.

It helps buildings think, respond and protect.

Because when lives are at stake, engineering should do more than comply.

It should inspire confidence



**Because Safety Should
Never Sleep**

A building's fire protection system exists for the one moment when everything depends on it.
We believed no one should have to assume it is working.

They should know.

Fire-Ready transforms conventional maintenance into continuous readiness through IoT connectivity, heartbeat monitoring, patented remote diagnostics actual fire drill without any manual intervention and cloud supervision.

Quietly.

Every minute.

Every day.

Watching over the systems that watch over people.

Because true safety is not demonstrated once a year.

It is maintained every single day.



**Because A Home Should Feel
Like Home**

Technology should never dominate a home.

People should.

AIOME combines seamless automation with timeless aesthetics, transforming ordinary homes into spaces that are intelligent, elegant and deeply comforting.

Its automation quietly adapts to the rhythm of everyday life while beautifully crafted switchboards and premium finishes become part of the home's architecture rather than distractions within it.

Because the finest technology is almost invisible.

It simply makes life safer.

More beautiful.

More comfortable.

More fulfilling.

Together...

VictoFire guards where humanity recharges.

Fire-Ready ensures that protection never rests.

Aiome fills every home with comfort, beauty and inspiration.

Together, they are i-City.

Engineering places where life is protected, living is celebrated and every journey ends in the true comfort of home.

3. BUILT THROUGH CONVICTION

More than a decade ago, we chose a difficult path.

To build original technologies in India instead of assembling imported ones.

To innovate beyond standards instead of merely complying with them.

To create intellectual property instead of imitation.

Before COVID-19, VictoFire had begun receiving strong market acceptance.

Then COVID hit and three major customers became insolvent.

Years of receivables disappeared.

Many companies would have abandoned innovation.

We did the opposite.

We invested further.

We completed Fire-Ready.

We completed Aiome.

We strengthened our patents.

Today our technologies are being validated through successful deployments, consultant specifications, growing customer acceptance and a rapidly expanding sales pipeline.

The technology has been proven.

The opportunity is now to scale.

4. MARKET VALIDATION

The Vision Is No Longer a Possibility. It Is Becoming a Reality.

For more than two decades, our conviction was sustained by engineering.

Today, it is being reinforced by the market.

Across the ecosystem, we are witnessing unmistakable signs that the future we envisioned is beginning to unfold.

- Successful installations across residential and commercial high-rise projects.
- Growing consultant specifications across leading engineering consultants.
- Multiple patented technologies with strong competitive differentiation.
- A uniquely integrated ecosystem that enables natural cross-selling across the same high-rise customer.
- A rapidly expanding opportunity pipeline across Bengaluru, supported by a clear roadmap for nationwide expansion.
- Customers visiting our demonstration facilities almost every day, not merely to evaluate products, but to experience a different way of thinking about high-rise living.
- Social media engagement growing steadily as awareness of our vision reaches an increasingly wider audience.
- Leading builders expressing interest in showcasing our technologies in their premium demonstration apartments, recognising them as value-enhancing differentiators rather than optional features.
- Architects and design professionals seeking to display our products in their studios as examples of thoughtful integration of engineering, aesthetics and intelligent living.

Yet perhaps the most rewarding validation has come from within.

Our engineers, product developers, marketing teams and channel partners people who have invested years of their lives in this vision are now witnessing the market respond with the same enthusiasm that inspired them to create these technologies in the first place.

Our vendors, suppliers and long-standing associates are equally excited, recognising that they are not merely supporting another manufacturing company, but participating in the growth of a proudly Indian technology platform with the potential to shape the future of intelligent high-rise living.

Momentum is no longer being created by us alone.

It is now being created by the ecosystem around us.

SALES PIPELINE

SALES PROSPECTS - Victofire, Fire Ready, Aiome

SL NO.	PROJECT	BUILDER	DETAILS	CONSULTANT	BUILDER CONTACTS	STAGE	QUOTATION STATUS	DISCUSSION STAGE
1 VICTOFIRE HOT PROSPECTS								
1	SBR MINARA	SBR GROUP	3T, G+ 3A,2B,3C	GREETTS	NAIDU SUKANYA SARKAR	CONSTRUCTED	SUBMITTED	CONFIRMATION GIVEN
2	DISHA HARMONY	DISHA HABITAT	3T, G + 14F	CRATIS	KARTIK KARUNA VORAM	UNDER CONSTRUCTION	SUBMITTED	DEMO TO BE SHOWN
3	ARAKY TOWER	ARAKY GROUP	2T, G + 8F	SAMPATH KUMAR	SHANKAR	UNDER CONSTRUCTION	SUBMITTED	NEGOTIATION
4	ALEMBIC CITY CLOUD FOREST	SHERMO LTD	5T, G + 34F	CUBEROOT	PRASAD ABDULLAH	UNDER CONSTRUCTION	SUBMITTED	NEGOTIATION
5	URBANEST EASTFIELD	URBANEST REALTY	2T, G + 25F	HM MAGESH	ASHOK	UNDER CONSTRUCTION	SUBMITTED	CONFIRMATION GIVEN
6	BDA KONDASAPURA	RAVALINGAM CONSTRUCTIONS	15T, G + 15F, 1TG + 32F	-	JAYRAJ KUMAR VIGNESH	CONSTRUCTED	SUBMITTED	TENDERING
7	NBR SOUL OF SEASONS	NBR GROUP	4T, G + 33F	SAMPATH KUMAR	MAHAJANATH SHANKAR NAVEEN	UNDER CONSTRUCTION	SUBMITTED	TENDERING
8	SATTVA FOREST RIDGE	SALAPURIA SATTVA	3T, G + 30F	SAMPATH KUMAR	SHANKAR	UNDER CONSTRUCTION	SUBMITTED	TENDERING
9	PRESTIGE RAINTREE PARK	PRESTIGE	16T, G + 18T	SAMPATH KUMAR	ASHWIN	UNDER CONSTRUCTION	SUBMITTED	TENDERING
10	SIGNATURE HEIGHTS	SIGNATURE GROUP	3T, G + 14	SAMPATH KUMAR	ASHWIN	CONSTRUCTED	SUBMITTED	TENDERING
11	NKDD HOMES 8	SHARATVA URBAN	8T, G + 17F	DESIGN TREE	SUMANATH KAMESH	UNDER CONSTRUCTION	SUBMITTED	TENDERING
12	PUSHKALAM HERITAGE	PUSHKALAM BUILDERS	2T, G + 15F	-	HARSHA	UNDER CONSTRUCTION	SUBMITTED	DEMO TO BE SHOWN
13	RAMKY THANSANDRA	RAMKY ESTATES	2T, G + 22F & 28F	NEX SQUARE	BHASKAR	EXCAVATION	PREPARED	DEMO TO BE SHOWN
14	SATTVA SONGBIRD	SALAPURIA SATTVA	2T, G + 42F, 4T, G + 28F	SAMPATH KUMAR	SHANKAR	EXCAVATION	YET TO BE GIVEN	CONSULTANT TO SPECIFY VICTOFIRE AS MAKE LIST
15	SATTVA CITY	SALAPURIA SATTVA	13T, G + 21F	SAMPATH KUMAR	SHANKAR	UNDER CONSTRUCTION	YET TO BE GIVEN	CONSULTANT TO SPECIFY VICTOFIRE AS MAKE LIST
16	MAHA THE RIGHT LIFE	MAHA	9T, G + 34F	SAMPATH KUMAR	SALJEV PONRAJ	UNDER CONSTRUCTION	SUBMITTED	DEMO TO BE SHOWN
17	VAISHNODEVI MELANGE	VAISHNODEVI GROUP	1T, G + 23F	GREETTS	VAJULDEV	UNDER CONSTRUCTION	SUBMITTED	CONSULTANT TO SPECIFY VICTOFIRE AS MAKE LIST
18	ARANTARA	MOFWANI CONSTRUCTIONS	4T, G + 21F	CUBEROOT	PRASAD	UNDER CONSTRUCTION	SUBMITTED	DEMO TO BE SHOWN
19	BRLA ENARA	BRLA GROUP	12T, G + 24F	DESIGN TREE	KANAKARAJ	EXCAVATION	YET TO BE GIVEN	DEMO TO BE SHOWN
20	CONCORDE ELEVIE	CONCORDE	1T, G + 30F	-	VITTAL	EXCAVATION	YET TO BE GIVEN	DEMO TO BE SHOWN
21	MISTA SRI CITY	MISTA INFRA	1T, G + 32F	-	POORNACHAND	EXCAVATION	YET TO BE GIVEN	DEMO TO BE SHOWN
22	AMRUTHA LAKE VISTA	AMRUTHA BUILDERS	3T, G + 24F	GREETTS	LAKSHMINARAYAN	EXCAVATION	YET TO BE GIVEN	CONSULTANT TO SPECIFY VICTOFIRE AS MAKE LIST
23	ELY HIGH GARDEN	ELY GROUP	9T, G + 24F	SAMPATH KUMAR	SHANKAR	EXCAVATION	YET TO BE GIVEN	CONSULTANT TO SPECIFY VICTOFIRE AS MAKE LIST
24	SBR ONE RESIDENCE	SBR GROUP	5T, G + 25F	GREETTS	NAIDU	EXCAVATION	YET TO BE GIVEN	AGREED ON GIVING ORDER
25	SBR MAGNUS	SBR GROUP	2T, G + 15F	-	NAIDU	EXCAVATION	YET TO BE GIVEN	AGREED ON GIVING ORDER
26	RUCHRA SKYREE	RUCHRA	2T, G + 32F & 26F	SAMPATH KUMAR	SATISH BHAT	EXCAVATION	YET TO BE GIVEN	CONSULTANT TO SPECIFY VICTOFIRE AS MAKE LIST
27	HOUSE OF JINDAL ZOLAAN	HOUSE OF JINDAL	2T, G + 33F	LEAD	SHASHI KALYANPUR	EXCAVATION	YET TO BE GIVEN	AGREED ON GIVING THE ORDER
TOTAL PIPELINE VALUE							₹764,362,405.00	

2 VICTOFIRE SOFT PROSPECTS								
1	DSR PARKWAY	DSR GROUP	ST. G + 2F & 1T, G + 2F	-	VENKATESH	UNDER CONSTRUCTION	YET TO BE GIVEN	INITIAL STAGE
2	GODREJ KOKAPET	GODREJ PROPERTIES	1T, 5F	-	SENIL KUMAR	UNDER CONSTRUCTION	YET TO BE GIVEN	INITIAL STAGE
3	DESHA GUNJUR PROJECT	DESHA HABITAT	11T, G + 2F	-	KARTIK KARUNA VIKRAM	UNDER CONSTRUCTION	YET TO BE GIVEN	INITIAL STAGE
4	NAMBAR DISTRICT 25	NAMBAR BUILDERS	ST. G + 3F	MAPLE	PRADEEP	UNDER CONSTRUCTION	YET TO BE GIVEN	INITIAL STAGE
5	EMBASSY ASTRA	EMBASSY	4T, G + 2F	-	GANESH	EXCAVATION	YET TO BE GIVEN	INITIAL STAGE
6	RAMKY FOTUNA	RAMKY ESTATES	19T, G + 2F	-	BHASKAR	EXCAVATION	YET TO BE GIVEN	INITIAL STAGE
7	DSR THE ADDRESS	DSR GROUP	8T, G + 3F	-	UDASPPA	UNDER CONSTRUCTION	YET TO BE GIVEN	INITIAL STAGE
8	PRESTIGE PARK STREET	PRESTIGE PROPERTIES	2T, G + 3F	-	JOMY JHON	PRE LAYOUT	YET TO BE GIVEN	INITIAL STAGE
9	DIMENSION	ASHEE VENTURES	14T, G + 2F	-	HARSHA G	EXCAVATION	YET TO BE GIVEN	INITIAL STAGE
10	PURVA SILVERSKY	PURVAKKARA	3T, G + 3F	-	NTIN KANCHAN	UNDER CONSTRUCTION	YET TO BE GIVEN	INITIAL STAGE
11	PURVA PARK NOVALE	PURVAKKARA	3T, G + 2F	-	PRABHAKARAN BALAN	EXCAVATION	YET TO BE GIVEN	INITIAL STAGE
12	SARANG	SUNACHURA INFRACON	3T, 3B+G+32	-	Karthikeyan	UNDER CONSTRUCTION	YET TO BE GIVEN	INITIAL STAGE
TOTAL PIPELINE VALUE							₹619,000,000.00	

3 FIRE READY PROSPECTS								
1	SOVARPARKA INDRACHANISH	SOVARPARKA	FIRE - READY AND WATER CURTAIN SYSTEM	-	VMW	COMPLETED	SUBMITTED	TENDERING
2	JAMBHEDPUR STEEL PLANT	-	FIRE - READY WITH CENTRALIZED SERVER	-	MAHIM TANDI	COMPLETED	SUBMITTED	TENDERING
3	NAGPUR MMC	MMC	FIRE - READY, GIS MODELLING	-	TUSHAR BASHATE	COMPLETED	YET TO BE SENT	EXPLORING ADVANCED FEATURES TO INCLUDE BASED ON THEIR REQUIREMENT
4	LOKMAT BUILDING HOSPITAL	-	READY WITH SHARED SER	-	PRADIP	UNDER CONSTRUCTION	YET TO BE SENT	INITIAL DISCUSSION
5	AMITY UNIVERSITY NOIDA	AMITY	FIRE - READY WITH CENTRALIZED SERVER, EXTINGUISHER MONITORING SYSTEM	-	HARSHIT	COMPLETED	YET TO BE SENT	SITE VISIT TO BE DONE
TOTAL PIPELINE VALUE							₹6,975,000.00	

4 AIOME PROSPECTS								
1	URBANEST EASTFIELD	URBANEST REALTY	2T, G + 2F	HM NAGESH	ASHOK KARTIK	UNDER CONSTRUCTION	YET TO SUBMIT	DEMO TO BE SET UP
2	AMRUTHA LAKE VISTA	AMRUTHA BUILDERS	ST. G + 2F	GREET'S	LAKSHMANARAYAN	EXCAVATION	YET TO BE GIVEN	YET TO SHOW DEMO TO ME
TOTAL PIPELINE VALUE							₹90,000,000.0	

Victofire Hot Prospects value	Victofire Soft Prospects value	Fire Ready Prospects Value	Aiome Prospects Value	TOTAL VALUE
₹764,362,405.00	₹619,000,000.00	₹6,975,000.00	₹90,000,000.0	1,48,03,37,405

5. FINANCIAL OUTLOOK

FY	Revenue	EBITDA	EBITDA %
FY26-27	₹10.90 Cr	(₹6.62 Cr)	-61%
FY27-28	₹38.04 Cr	₹5.91 Cr	16%
FY28-29	₹81.46 Cr	₹27.09 Cr	33%
FY29-30	₹137.00 Cr	₹54.67 Cr	40%
FY30-31	₹208.75 Cr	₹89.77 Cr	43%

The business is expected to transition from an investment phase to a high-margin technology enterprise driven by patented products, recurring digital services and consultant-led specifications.

6. VALUATION

An independent Discounted Cash Flow (DCF) valuation, supported by projected cash flows, recurring Software revenues, proprietary technology ownership, intellectual property, and a qualified pipeline of more than 45 prospective customers, estimates the current enterprise valuation at **over ₹100 Crores**. Subject to successful execution of the growth strategy and national expansion, the company is projected to exceed **₹400 Crores** in enterprise value over the next five years.

The complete valuation model, underlying assumptions, and supporting financial projections will be provided during due diligence.

7. WHY WE SEEK A WORLD-CLASS INDIAN BUILDER AS OUR STRATEGIC PARTNER

We are not merely seeking an investor.

We are seeking a partner who builds the very communities our technologies are designed to serve.

We believe the ideal strategic partner is a world-class Indian builder with a long-term vision of creating communities that are not only well constructed, but safer, smarter and more fulfilling places to live.

Such a partnership creates value that extends far beyond financial investment.

The builder gains early and preferential access to a differentiated technology ecosystem that enhances every stage of the homeownership experience—from life safety and intelligent building infrastructure to seamless automation and elevated living.

More importantly, the builder is not simply purchasing a vendor's products.

It becomes a stakeholder in the company creating those technologies.

That changes everything.

Instead of depending upon an external supplier whose priorities may change over time, the builder gains strategic influence over the evolution, quality, reliability and long-term commitment of technologies that ultimately carry its own reputation.

This directly addresses one of the greatest barriers to the adoption of intelligent home technologies today.

Builders often hesitate to embrace advanced automation because their customers expect decades of dependable support. If a technology vendor fails to deliver, it is the builder's reputation not the vendor's that suffers.

An ownership partnership fundamentally changes this equation.

The builder is no longer recommending someone else's technology.

It is standing behind technology in which it has both confidence and meaningful strategic participation.

For i-City, the partnership is equally transformational.

No one understands tomorrow's homebuyer better than the builder who serves them every day.

Continuous interaction with a strategic development partner creates an invaluable feedback loop, enabling our platforms to evolve in harmony with changing customer expectations.

This is meaningful forward integration.

The builder creates the home.

i-City enhances the experience of living within it.

Together, we create communities that people cherish to call home.

8. THE STRATEGIC WIN-WIN

The First Builder to Partner with i-City Creates Value Twice.

First by differentiating its own developments. Then by accelerating the value of its own investment.

The first builder to partner with i-City gains something far more valuable than early access to technology.

By integrating the i-City ecosystem across its projects, the builder immediately differentiates its developments through a unique combination of intelligent fire safety, cloud-connected building readiness and premium home automation enhancing safety, aesthetics and the overall living experience.

Naturally, such differentiation becomes a compelling part of the builder's brand communication.

As these advantages are showcased to homebuyers, the market begins to recognise i-City not merely as a technology provider, but as a meaningful differentiator in modern high-rise living.

That visibility creates a powerful competitive response.

Builders who are committed to maintaining market leadership naturally seek comparable capabilities rather than risk being perceived as falling behind.

As adoption widens across the industry, the i-City ecosystem gains market acceptance, brand equity and enterprise value.

Because the pioneering builder is not only an early customer but also a strategic shareholder, it participates directly in the value appreciation that its own market leadership helps create.

THIS IS STRATEGIC SYNERGY AT ITS BEST.

- The builder differentiates its projects.
- The builder strengthens customer confidence.
- The builder accelerates industry adoption.
- The builder participates in the appreciation of the very ecosystem whose adoption it helped catalyse.

It is a rare alignment where commercial success, strategic investment and customer value reinforce one another.

Every successful deployment strengthens the builder's competitive position while simultaneously enhancing the value of its investment in i-City.

9. THE INVITATION

The technology has been engineered.

The intellectual property has been created.

The market has begun to respond.

The opportunity is now to scale.

To accelerate nationwide growth in manufacturing, consultant engagement, sales and strategic partnerships, **i-City seeks to raise ₹20 Crores.**

We are deliberately flexible in structuring this investment.

Because we are not looking for the highest valuation.

We are looking for the right partner.

A partner who believes that Indian engineering can create technologies worthy of the world's finest homes.

A partner who believes that enduring businesses are built not merely on financial returns, but on innovation, trust and purpose.

If that belief resonates with you, we would be honoured to begin a conversation.

Together, we can build far more success than what could have been built otherwise.

Together, we can redefine what it means to come home.

We are not engineering buildings.

We are engineering the feeling of coming home.

