PRESS RELEASE

DISTRIBUTION REPORT

13 NOV, 2026

HiFocus Among India's Leading Homegrown CCTV Brands by BIS ER-Certified Model Count, Crosses 70+ Models



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HiFocus Among India's Leading Homegrown CCTV Brands by BIS ER-Certified Model Count, Crosses 70+ Models



CHENNAI, India, 13 November 2026: A steady rise in registered models marks HiFocus's push to become a leading homegrown name in CCTV, AI cameras, and intelligent video search in India.

Indian CCTV company HiFocus, based in Chennai, has crossed 70 CCTV camera models on the Bureau of Indian Standards (BIS) register of cameras complying with the Essential Requirements (ER) for Security. This puts it among India's leading homegrown CCTV brands by the number of registered models.

Not one approval, but a run of them

The count was built up over months. According to HiFocus's published model listing, grants under registration R-61006165 arrived on ten separate dates between 20 February and 14 October 2026. The batches covered resolutions from 2MP to 5MP and a mix of bullet, dome and turret formats.

That pattern matters because BIS registration is granted model by model, not to a brand as a whole. Each addition means a product went through testing and review before it could be listed. A growing register entry therefore shows a manufacturer repeatedly putting its range through the process, not clearing it once.

Why model count is becoming a buying signal

Under MeitY's Compulsory Registration Order, connected cameras must meet security Essential Requirements before they can be sold in India. For a single-camera purchase, that is a box to tick. For a multi-site project, the question gets harder: will the whole bill of materials stay compliant?

A school network, a factory or a municipal deployment rarely needs one camera type. It may need a compact dome for corridors, a bullet camera for perimeters and higher-resolution units for entry points. A manufacturer with a deeper registered range lets integrators specify from one brand, which simplifies documentation and tender paperwork.

HiFocus also says a 2026 MeitY circular has simplified the picture. STQC, the testing directorate under MeitY, now issues the security test report against the same Essential Requirements, and that one report serves both registration and government procurement. Tender documents still vary, so buyers should follow the exact wording in each one.

From certified hardware to intelligent video

The company is not treating compliance as the finish line. HiFocus says its direction is to pair certified cameras with AI-assisted features, including intelligent video search.

The shift reflects what the wider industry is moving toward. Traditional recorders let operators search footage by camera and timestamp, which can mean watching hours of video to find one event. AI-assisted systems aim to let operators search by attributes such as object type, colour or activity, narrowing a review from hours to minutes.

That shift raises the stakes for security. As cameras do more on-device processing and generate more data, the baseline security of the hardware matters more, not less. HiFocus's view is that certified hardware is the foundation on which analytics should be built.

*"Crossing 70 models was never a target we set for its own sake," said **Deepith Jain, National Head, HiFocus**. "Our customers run restaurants, schools, factories, institutions, and public sites, and they need different cameras for different spots. A broader certified range means they can stay compliant without compromising on what each location needs."*

"As cameras begin to do more, including helping teams find a particular person or vehicle in footage without scrolling through hours of video, the security of the device itself matters even more. We see certified hardware as the base, with intelligent search built on top of it."

How to check the claim

HiFocus's registration is a public record. Buyers can:

1. Open the official BIS registration record for HiFocus.
2. Confirm R-number R-61006165 and the manufacturer, HIFOCUS ELECTRONICS INDIA PVT LTD.
3. Find their exact model under "Models Complying with Essential Requirements for Security" and note its grant date.

The register spells the brand as both “HIFOCUS” and “HI-FOCUS”. Both refer to the same manufacturer. More context is in the company’s overview of its BIS ER and STQC position, and its certified network cameras are listed under IP cameras.

Quick answers

What does BIS ER mean for a CCTV camera?

It means the specific model is registered against the Essential Requirements for Security under India’s Compulsory Registration scheme.

Is every HiFocus camera certified?

No. Certification applies only to listed models, so buyers should match the exact model number on the BIS register.

Where is HiFocus based?

The company designs and assembles its cameras in Chennai, Tamil Nadu.

About HiFocus

HiFocus is a Chennai-based Indian manufacturer of CCTV and surveillance solutions for businesses, institutions and infrastructure projects. Its portfolio includes IP cameras, network video recorders, PTZ and ANPR cameras, and networking products. More at hifocuscctv.com.

Media contact: HiFocus Electronics India Pvt Ltd, Chennai | hifocuscctv.com

PUBLISHED LINKS

#	Logo	Media	DA	PA	Potential Audience	PR Links
1.		Tribune News Portal	87	57	13.6M	View Release
2.		The Wire News Portal	83	61	3M	View Release
3.		PTI News And Media	65	<25	1.4M	View Release
4.		India Global Live News Portal	25	27	14.9K	View Release
5.		Indian Press Wire News Portal	30	26	14.8K	View Release
6.		Brief Buzz News Portal	<25	<25	14.6K	View Release
7.		Insightful News News Portal	<25	30	14.6K	View Release
8.		India Times Online News Portal	29	28	14.5K	View Release
9.		The India Watch News Portal	26	<25	14.4K	View Release
10.		Village Voice News News Portal	29	26	14.4K	View Release
11.		Karnataka News Network News Portal	28	28	14.4K	View Release
12.		Delhi News Daily News Portal	29	28	14.3K	View Release
13.		Gossip Today News Portal	<25	27	14.3K	View Release
14.		Standard Today News News Portal	<25	25	14.3K	View Release
15.		Traveller News India News Portal	<25	28	14.2K	View Release
16.		India Buzz News News Portal	25	27	14.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
17.		Andhra News Digest News Portal	30	<25	14.1K	View Release
18.		Latest News Today News Portal	<25	28	13.9K	View Release
19.		India Latest News News Portal	27	<25	13.9K	View Release
20.		Latest News Himachal News Portal	27	28	13.8K	View Release
21.		India Live News Feed News Portal	27	28	13.8K	View Release
22.		Indian Press Coverage News Portal	26	28	13.7K	View Release
23.		India Tribune Times News Portal	28	<25	13.7K	View Release
24.		India Breaking Buzz News Portal	30	25	13.7K	View Release
25.		Newz Today 24 News Portal	<25	<25	13.6K	View Release
26.		News India Connectivity News Portal	27	25	13.5K	View Release
27.		District Daily News News Portal	28	28	13.3K	View Release
28.		Media Minds News Portal	29	27	13.3K	View Release
29.		News Indian Bulletin News Portal	26	30	13.2K	View Release
30.		Odisha News Hour News Portal	30	30	13.2K	View Release
31.		Quick News Now News Portal	<25	30	13.2K	View Release
32.		India Brief Update News Portal	30	29	13.1K	View Release
33.		India Press Dispatch News Portal	28	<25	13.1K	View Release
34.		Uttarakhand News Wire News Portal	28	25	13.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
35.		Sandwich News Portal	27	26	13K	View Release
36.		Goa New Time News Portal	26	25	12.9K	View Release
37.		India Bulletin News News Portal	26	26	12.9K	View Release
38.		India Today Times News Portal	28	30	12.9K	View Release
39.		India Wire News News Portal	30	30	12.7K	View Release
40.		News India News Portal	<25	26	12.6K	View Release
41.		Indian Pulse Media News Portal	28	29	12.5K	View Release
42.		India Mirror News News Portal	30	26	12.5K	View Release
43.		India Career Week News Portal	<25	30	12.4K	View Release
44.		India Bulletin Live News Portal	27	26	12.4K	View Release
45.		Maharashtra Portal News Portal	27	27	12.4K	View Release
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47.		Trend stellers News Portal	<25	29	12.3K	View Release
48.		India Buzz Feednews News Portal	29	29	12.2K	View Release
49.		The Daily Glimpse News Portal	<25	29	12.2K	View Release
50.		Gujarat Watch News Portal	30	<25	12.2K	View Release
51.		Indian Headline Buzz News Portal	28	29	12.1K	View Release
52.		Jharkhand India News Agency News Portal	26	30	12.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
53.		Rajasthan Headlines News Portal	27	26	12.1K	View Release
54.		India Latest News Feed News Portal	27	28	12.1K	View Release
55.		India Flash Bulletin News Portal	30	25	12K	View Release
56.		Express Times News News Portal	<25	28	12K	View Release
57.		The Indian Post News Portal	29	30	12K	View Release
58.		Indian News Daily Update News Portal	30	29	11.9K	View Release
59.		The Quick Update News Portal	<25	29	11.8K	View Release
60.		News India Network News Portal	25	27	11.7K	View Release
61.		Patrolling Wire News News Portal	<25	29	11.7K	View Release
62.		The Hindustan Express News Portal	27	26	11.6K	View Release
63.		Chronicle Today News News Portal	<25	<25	11.5K	View Release
64.		India Pulse Update News Portal	27	<25	11.5K	View Release
65.		India press Coverage News Portal	25	27	11.4K	View Release
66.		Indian Former News Portal	26	28	11.3K	View Release
67.		News India Web News Portal	<25	25	11.3K	View Release
68.		News Today99 News Portal	<25	<25	11.2K	View Release
69.		Karnataka News Room News Portal	27	25	11.2K	View Release
70.		Indsider India Times News Portal	<25	26	11.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
71.		India Flash News News Portal	26	30	11K	View Release
72.		India Briefings News Portal	25	26	11K	View Release
73.		Top Icsarena News Portal	27	25	10.9K	View Release
74.		News Wave India News Portal	28	27	10.8K	View Release
75.		India News Junction News Portal	29	26	10.8K	View Release
76.		Indian Daily Press News Portal	30	28	10.6K	View Release
77.		India Current Affairs News Portal	25	<25	10.6K	View Release
78.		The News Net News Portal	<25	26	10.6K	View Release
79.		Tripura News Central News Portal	25	26	10.5K	View Release
80.		Report Today News Portal	<25	26	10.4K	View Release
81.		Story India News Portal	<25	25	10.4K	View Release
82.		India Today Updates News Portal	29	30	10.4K	View Release
83.		India News Break News Portal	27	<25	10.3K	View Release
84.		Indian News Channel News Portal	29	30	10.3K	View Release
85.		Times Of India Daily News Portal	25	<25	10.3K	View Release
86.		Daily India Updates News Portal	27	<25	10.3K	View Release
87.		India Current Update News Portal	25	<25	10.2K	View Release
88.		Buzzing info News Portal	25	27	10.1K	View Release

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91.		India News Connect News Portal	26	25	9.9K	View Release
92.		Business Line Print News Portal	<25	28	9.9K	View Release
93.		Scroll India News News Portal	<25	28	9.9K	View Release
94.		Daily News India Online News Portal	<25	26	9.8K	View Release
95.		Madhya Pradesh News Tribune News Portal	26	<25	9.7K	View Release
96.		News India Live News Portal	28	25	9.7K	View Release
97.		India Live News News Portal	27	26	9.6K	View Release
98.		Odisha News Voice News Portal	30	29	9.6K	View Release
99.		Report World News Portal	<25	27	9.5K	View Release
100.		Nagaland News Watch News Portal	27	25	9.4K	View Release
101.		India News Wire News Portal	26	<25	9.3K	View Release
102.		Report News News Portal	<25	26	9.3K	View Release
103.		News India Point News Portal	30	26	9.2K	View Release
104.		Telangana News Spot News Portal	28	28	9.1K	View Release
105.		India News Nation News Portal	28	27	9.1K	View Release
106.		The India Talks News Portal	26	<25	9.1K	View Release

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109.		India Buzz Times News Portal	25	28	9K	View Release
110.		India Reporter Live News Portal	30	26	8.9K	View Release
111.		Punjab News Network News Portal	26	<25	8.7K	View Release
112.		Now Report News Portal	<25	25	8.7K	View Release
113.		News India Times News Portal	30	27	8.6K	View Release
114.		India Press Buzz News Portal	27	25	8.6K	View Release
115.		The Report Net News Portal	<25	28	8.6K	View Release
116.		India Times News News Portal	30	28	8.6K	View Release
117.		New India 24x7 News Portal	26	25	8.5K	View Release
118.		Nagaland News 24x7 News Portal	27	25	8.4K	View Release
119.		News Indian Update News Portal	29	29	8.4K	View Release
120.		Bihar News Watch News Portal	28	29	8.4K	View Release
121.		Indian World News News Portal	<25	28	8.4K	View Release
122.		India Wire Channel News Portal	27	25	8.4K	View Release
123.		Himachal Pradesh News Flash News Portal	30	27	8.4K	View Release
124.		Tripura News Point News Portal	25	30	8.3K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
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126.		India Post Daily News Portal	26	29	8.3K	View Release
127.		The Report World News Portal	<25	27	8.3K	View Release
128.		Tamilnadu News Update News Portal	28	25	8.2K	View Release
129.		Mizoram News Pulse News Portal	26	25	8.2K	View Release
130.		Maharashtra NewsFlash News Portal	27	30	8.2K	View Release
131.		India Today Daily News Portal	26	26	8.2K	View Release
132.		Himachal News Report News Portal	28	27	8K	View Release
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136.		Rabale News Portal	28	25	7.8K	View Release
137.		Mizoram News Voice News Portal	30	29	7.8K	View Release
138.		India Globe Today News Portal	30	25	7.8K	View Release
139.		India News Portal News Portal	27	30	7.7K	View Release
140.		India Watch Daily News Portal	25	<25	7.7K	View Release
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142.		News Indian Line News Portal	26	30	7.6K	View Release

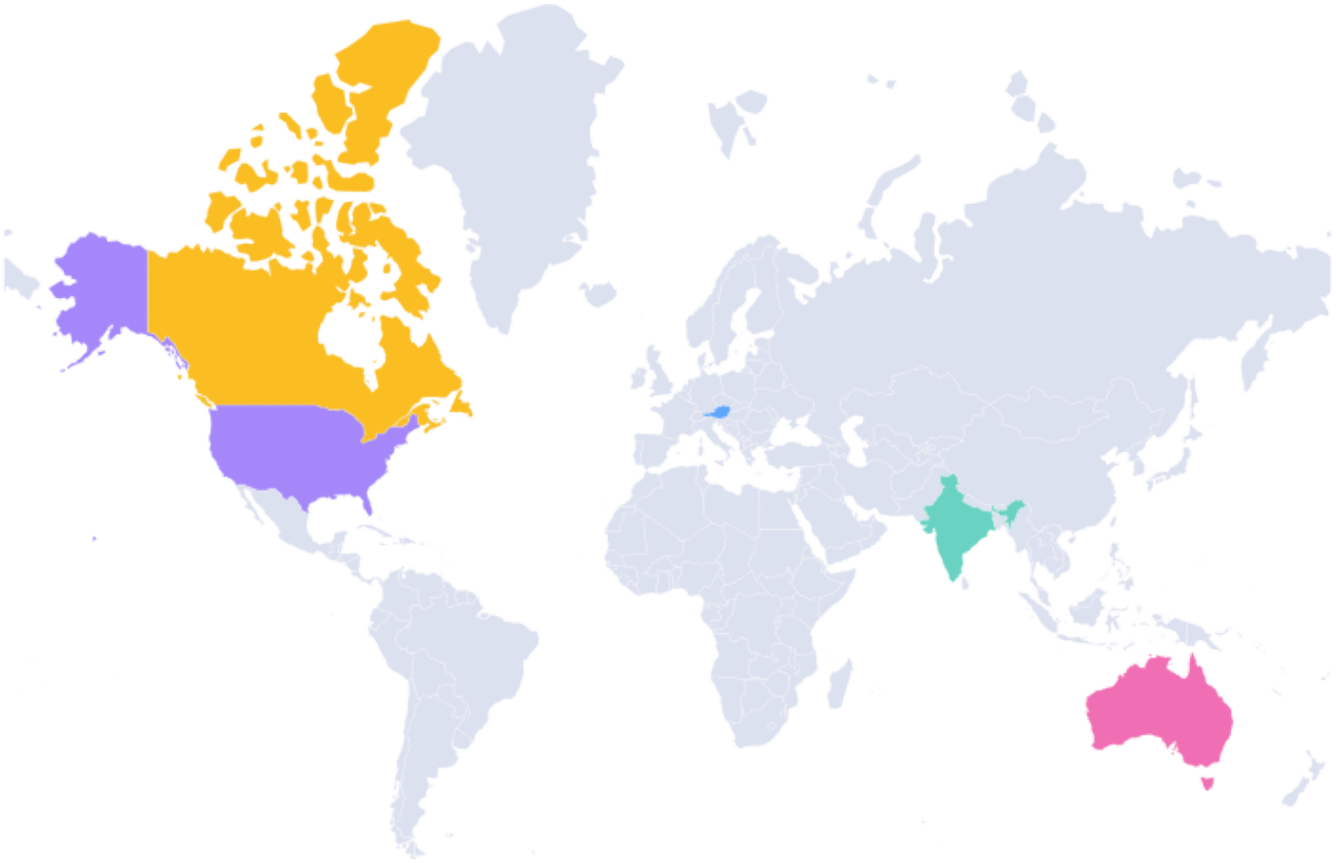
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144.		Goa News Online News Portal	27	29	7.5K	View Release
145.		Indian News Views News Portal	25	28	7.4K	View Release
146.		Indian News Update News Portal	30	<25	7.4K	View Release
147.		News Today Pro News Portal	<25	<25	7.4K	View Release
148.		Latest News Karnataka News Portal	29	25	7.4K	View Release
149.		Indian For Media News Portal	30	29	7.3K	View Release
150.		The News India Now News Portal	27	<25	7.3K	View Release
151.		Indian Express Newsfeed News Portal	28	30	7.3K	View Release
152.		Jammu and Kashmir News Report News Portal	27	30	7.3K	View Release
153.		Indian News Beat News Portal	28	26	7.2K	View Release
154.		India Watch Live News Portal	30	27	7.2K	View Release
155.		News India Headline News Portal	27	28	7.2K	View Release
156.		Rajasthan News Time News Portal	28	26	7.1K	View Release
157.		India Live News Today News Portal	25	30	7K	View Release
158.		Jharkhand News Hub News Portal	28	27	7K	View Release
159.		Indian press Connect News Portal	30	30	6.9K	View Release

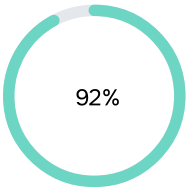
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162.		India World News News Portal	<25	28	6.6K	View Release
163.		Chhattisgarh NewsLine News Portal	29	<25	6.6K	View Release
164.		News Indian Link News Portal	26	28	6.6K	View Release
165.		India Buzz Channel News Portal	28	28	6.6K	View Release
166.		News Pulse India News Portal	27	<25	6.5K	View Release
167.		News Eagle India News Portal	30	30	6.4K	View Release
168.		India latest News Update News Portal	29	<25	6.4K	View Release
169.		India Press Journal News Portal	27	30	6.4K	View Release
170.		Mizoram News Buzz News Portal	27	26	6.4K	View Release
171.		News India Talks News Portal	30	29	6.4K	View Release
172.		Weekly News Report News Portal	<25	30	6.3K	View Release
173.		India Vibes Media News Portal	26	27	6.3K	View Release
174.		The India Times Online News Portal	30	<25	6.3K	View Release
175.		India Today Headline News Portal	27	30	6.2K	View Release
176.		Indian Express Daily News Portal	27	29	6.2K	View Release
177.		India Live New Update News Portal	26	<25	6.2K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
178.		Indian Express Update News Portal	25	30	6.1K	View Release
179.		India Wire Media News Portal	28	27	6K	View Release
180.		Haryana News Line News Portal	29	28	6K	View Release
181.		India Today Newsflash News Portal	28	27	5.9K	View Release
182.		News Mirror News Portal	<25	27	5.9K	View Release
183.		India Global News News Portal	30	<25	5.8K	View Release
184.		Manipur News World News Portal	30	26	5.8K	View Release
185.		News Wires News Portal	27	29	5.8K	View Release
186.		The Indian Post Online News Portal	26	<25	5.8K	View Release
187.		India Forbes News News Portal	<25	27	5.7K	View Release
188.		My News Today News Portal	28	25	5.7K	View Release
189.		State Newz News Portal	27	28	5.7K	View Release
190.		India state News News Portal	25	26	5.7K	View Release
191.		Indian Focus News News Portal	25	29	5.6K	View Release
192.		India Story Line News Portal	30	28	5.5K	View Release
193.		State News Today News Portal	<25	27	5.5K	View Release
194.		News Indian Pulse News Portal	28	29	5.5K	View Release
195.		Sikkim News Update News Portal	30	25	5.4K	View Release

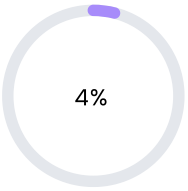
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196.		India Globalnews News Portal	<25	29	5.4K	View Release
197.		Report India News Portal	<25	30	5.3K	View Release
198.		Rapid Report News Portal	<25	25	5.3K	View Release
199.		India Breaking News Line News Portal	26	25	5.3K	View Release
200.		Meghalaya News Daily News Portal	28	<25	5.2K	View Release
201.		India Viral Newsnow News Portal	30	29	5.1K	View Release
202.		News India Connect News Portal	30	30	5.1K	View Release
203.		Nagpur Project News News Portal	<25	29	5.1K	View Release
204.		Kerala News Journal News Portal	27	30	5.1K	View Release
205.		Haryana News Time News Portal	27	26	5K	View Release

DISTRIBUTION DEMOGRAPHY

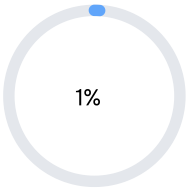




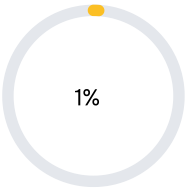
INDIA



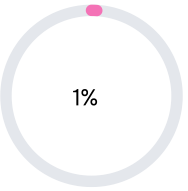
UNITED STATES



AUSTRIA



CANADA



AUSTRALIA

SENTIMENT ANALYSIS

Positive

Score **10 / 10**

Category: Security / CCTV



SENTIMENT

The article highlights HiFocus, an Indian CCTV manufacturer, emphasizing its recent milestone of registering over 70 camera models with BIS and its push into AI-assisted video search. It ties the brand directly to security and surveillance topics, reinforcing its relevance in the CCTV industry. The tone is upbeat, showcasing achievements and future direction, which conveys a positive brand narrative.

CAMPAIGN RATING

Fair

URL ANALYSED

10



55/100

CAMPAIGN SCORE

PERFORMANCE

55%

SCORE BREAKDOWN

SENTIMENT	SEO	AUTHORITY	TRAFFIC
10/10	10/20	18/20	3/20

SOURCE	COVERAGE	PLACEMENT
5/10	2/10	7/10

SEO Strength

SCORE 10/20

TARGET KEYWORD	USAGE
HiFocus CCTV	0 Times

ASSESSMENT

The piece does not contain the exact target keyword "HiFocus CCTV", limiting its keyword usage score, but it includes related terms and a single LSI credit. Structurally, it lacks formal headings yet uses short paragraphs and a brief bullet list, giving it a modest structure score. Content depth is strong, covering multiple sub-topics, providing data, quotes, and a clear narrative flow, which boos...


thank
you