

## Quality, Reliability, Trust – the Trio that Drives Us

### Quick Summary

**‘Why we sell, what we sell?’** This Newsletter attempts to put together an answer for this poser. Our search takes the reader through some of the recent Contract wins secured by Zen and what drove these wins? An exciting read is promised.

### RE-VISITING SOME LATEST HEADLINES

It was last week on 25 Nov 25, when Hindu Business Line and a host of other media banners carried the headline, “Zen Technologies emerges single vendor, **bags 108 Cr contract** for Tank Gunnery Simulators”. Earlier in Mar 25, the Times of India, and others let the world know that Zen had **bagged an order of Rs 152 Cr** from Ministry of Defence (MoD) for the sale of 16 Integrated Air Defence Combat Simulators (IADCS). As recent as on 04 Dec 25, Zen **won a contract of Rs 120 Cr** from the MoD for the supply of Combat Training Node (CTN) - an entire suite of state-of-the-art simulators.

#### Zen Technologies bags ₹108 crore contract for tank gunnery simulators



**VIRTUALLY REAL.** The Tank Crew Gunnery Simulator is a high-fidelity system designed for tank commanders and gunners

**Dalip Singh**  
New Delhi

man and Managing Director  
Ashok Aturi said the contract validates years of sus-

*The Hindu Business Line*

#### Zen Technologies secures order worth Rs 108 crore from Defence Ministry

Zen Technologies wins Rs 108 crore Defence Ministry order for simulators—learn more about this major deal now.

Written by **EE Business**  
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Zen Technologies bags Rs 108 crore defence order from Ministry of Defence (Image: Carvix)

Zen Technologies on Tuesday, November 25, announced that it has received an order worth Rs 108 crore (excluding GST) from the **Ministry of Defence**, Government of India, for the supply of simulators.

*Financial Express*

### MAKING A SENSE OF HEADLINES

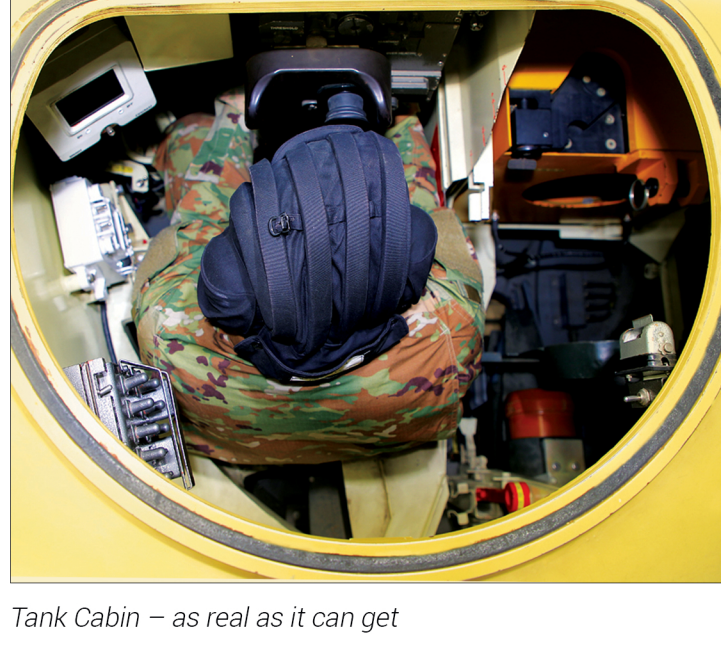
Back to the poser – Why we sell? Why we win contracts? The answer comes loud and clear – because **we don’t sell products**. We sell **QUALITY**; we assure **RELIABILITY**; we build **TRUST**. Also, be it design, development or manufacture, our products are 100% Indian.

### DIGGING DEEPER FOR THE UNDERLYING FACTS

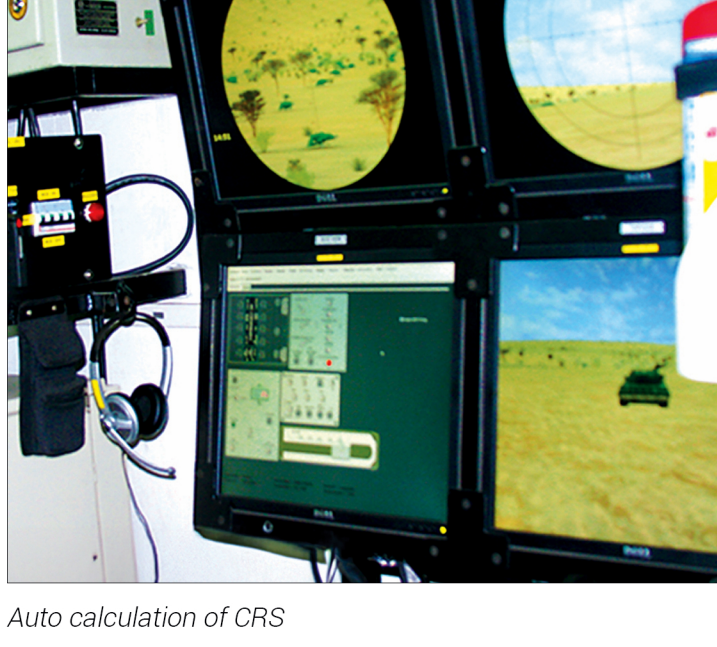
What do we mean by the trio - **Quality, Trust, Reliability**? Simply stated, not only our products feature the state-of-the-art cutting-edge technologies these are ‘trusted’ and ‘reliable’ products that make our armed forces unbeatable in war. Here is a quick glimpse of some of these.

### TANK CREW GUNNERY SIMULATOR (CGS)

Take the case of CGS. Its exactness to the original tank produces such an **‘immersive effect’** that moment the crew is inside, they feel, they are in the ‘real tank’. This coupled with the six degree-of-freedom of movement makes the feel of the tank movement as close to reality, as it can get.



*Tank Cabin – as real as it can get*



*Auto calculation of CRS*

Depiction of terrain types to match the areas obtaining in real combat situations coupled with special effects of weather, environment and time of day/night, makes the **tank training as good as actual**, enabling the tank crew to carry out tactical maneuvers, selects targets, load ammunition and deliver fire as if on the battlefield. Moment they come out of the tank, the digital results of their performance, assessed on multiple user-defined variables are ready. We call them Combat readiness Score ( CRS).

### INTEGRATED AIR DEFENCE COMBAT SIMULATOR (IADCS)

IADCS stands apart in its uniqueness. One big compliment to the ‘real look’ of its L 70 gun replica came when the officer who came for trials asked. **“Where did you get the gun from?”** We replied humbly, **“Sir we made it from a scratch”**.



*ZEN - IADCS*

IADCS not only permits **unlimited simulated live-fire practices** against air and drone threat, the trainee performance is calculated digitally on how the firer has engaged the threat.

### COMBAT TRAINING NODE (CTN)

CTN, our most recent contract win, is another unique offering. It is a complete suite of state-of-the-art simulators that assures a **single-window and progressive enhancement of combat readiness of an entire force**. Besides several virtual, live and force-on-force training simulators, CTN will feature our signature products - Containerised Tubular Shooting Range (CTSR) and Containerised Indoor shooting Range (CISR).

All of 25 m, these AI-enabled products can provide multiple target effects starting from 25 m all the way to 1200 m for sniper fire. Their hybrid composition allows both the simulated as well as, live fire practice on smart, static and moving targets with accurate skill assessment.



*The little wonder: CTSR*

### ZEN ANTI-DRONE SYSTEM (ZADS)

This Newsletter won’t be complete without the mention of ZADS, our war-horse that enabled our Armed Forces to counter the drone onslaught from our adversary during Operation Sindoor. **What was so special about ZADS?** While most of the ADS were configured on the commercial drone allotted frequency bands, ZADS went beyond in our understating that enemy will not stick to commercial bands alone. We were right.

### KUDOS TO THE GOVT POLICY

All credit goes to the positive and hand-holding policies of the Govt that are largely responsible for shedding the erstwhile **‘single-vendor phobia’**. If the product is truly Indian it will go through even if there is a single/resultant single vendor. This has helped us a great deal since in most of our products, we happen to be the only/resultant single vendor.

### SITTING ON LAURELS?

By no means... AI enablement of our product line, going into the domain of hard kill and directed-energy kill in anti-drone sector, surging ahead in the niche field of autonomous weapon systems, building more AI products, venturing into naval and aviation simulator sectors .... We could go on.

Happy reading.

#### ZEN IN NEWS

- Zen Technologies Secures ₹289 Crore MoD Order for Rapid Anti-Drone System Upgrades.
- "Zen Technologies Secures ₹108 Crore MoD Order—Decade of Indigenous Tank Simulator Innovation Comes Full Circle.
- Zen Technologies Wins ₹120 Cr MoD Contract, to Set Up India's First Combat Training Node (CTN) at Infantry School, Mhow, MP.

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