

CAMRYX · BY CYBS INNOVATIONS

SEED ROUND · ₹75 L

AI FOR THE CCTV YOU ALREADY HAVE

Ask your cameras what happened.

Camryx answers in English, Hindi or Hinglish, on WhatsApp or the web, and sends the clip as proof.

EARLY ACCESS · DPIIT DIPP131753 · NVIDIA Inception · Champa & Bengaluru

PROBLEM

CCTV records everything and answers nothing.

SEARCH

Hours of scrubbing

Finding one event means someone scrolling through footage on the DVR by hand.

ALERTS

Too much noise

Basic motion detection fires on shadows, rain and animals, so people stop looking.

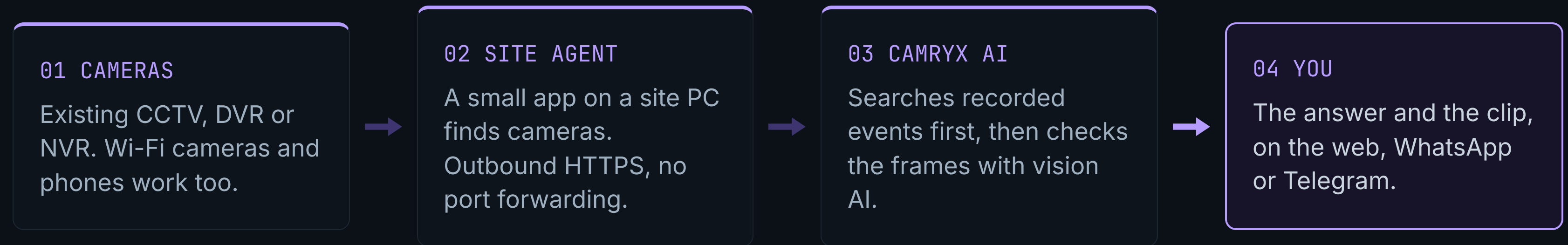
ALTERNATIVES

Rip and replace

Cloud video analytics often need new cameras and send footage abroad.

SOLUTION

A small agent on site turns existing cameras into answers.



NO NEW CAMERAS

ENGLISH · HINDI · HINGLISH

SAYS "NOT SURE" INSTEAD OF GUESSING

PRODUCT

A question in, the proof out.

Every answer names the camera, what was found and how confident Camryx is, with the clip attached.

Plain-language alerts: "tell me if the shutter opens after 10 pm"

Verified by vision AI before it fires; mark Useful or False alarm

camryx · warehouse site · sample

Back gate kisne khola raat 10 baje ke baad?



GATE CAM 2 · 22:47

One person on a two-wheeler opened the back gate at 22:47.

CONFIDENCE: HIGH · CLIP ATTACHED

WHAT IT DOES

More than search: a site's eyes and ears.

Daily reports

Opening and closing times, after-hours events, busiest hour

Analytics

Footfall, queues, vehicle counts, dwell time, heatmaps

Night-ready

Handles infrared footage; answers "Not sure" rather than guess

Audio events

Glass breaking, sirens, screams, bangs, plus speech-to-text

Evidence packs

Clips, PDF report and ZIP, sealed with a SHA-256 fingerprint

Built for teams

Roles and audit log, API with signed webhooks

WORKS WITH HIKVISION • DAHUA • CP PLUS • TAPO • REOLINK • EZVIZ • UNIVIEW • AXIS • RTSP/ONVIF

Private by design. The customer picks where AI runs.

MANAGED

Camryx runs the AI, with an India-hosted option.

BRING YOUR OWN KEYS

OpenAI, Gemini, Claude or a local Ollama model.

CAMRYX LOCAL

Runs fully offline on the customer's own PC.

No face recognition. No face templates stored.

DPDP tools: retention limits, erasure, legal hold.

Recordings stay on site. Only short event clips kept.

Encrypted: camera passwords in AES-256-GCM.

WHY NOW

Cameras are everywhere. Now AI can watch them.

Vision AI understands video

Vision-language models can now describe what happened in a clip, in plain language.

A huge installed base

India's CCTV market is growing about 18% a year. Every new camera is a Camryx candidate.

WhatsApp is the interface

Owners already run their business on WhatsApp. No new app to learn.

Privacy law favours us

India's DPDP Act pushes buyers toward on-site, no-face-recognition systems.

MARKET

Video analytics in India is set to triple by 2034.

INDIA VIDEO ANALYTICS • OUR MARKET

\$1.0B

by 2034, from \$316M in 2025

13.2% CAGR

INDIA CCTV • THE INSTALLED BASE

\$24.1B

by 2034, from \$5.0B in 2025

18.3% CAGR

SHOPS & SHOWROOMS

BRANCHES & CHAINS

WAREHOUSES

FACTORIES

SCHOOLS & OFFICES

BUSINESS MODEL

Recurring revenue per site, sold direct and through installers.

RECURRING

Site subscription

Monthly per site, in tiers by number of cameras.

CHANNEL

Installer resale

CCTV installers white-label Camryx on our partner console, with a revenue share.

ON-PREM

Camryx Local

Licence for sites that must run fully offline.

Installers already visit every site that buys a camera. Each installer partner brings many sites with no extra sales cost to us.

COMPETITION

The only option that keeps the cameras and the footage.

	Camryx	Manual DVR playback	NVR motion alerts	Cloud video analytics
Works on installed cameras	Yes	Yes	Yes	Often no
Answers questions in Hindi or English	Yes	No	No	Rarely
Alerts checked by AI	Yes	No	No	Yes
Footage stays on site	Yes	Yes	Yes	Often no
Can run fully offline	Yes	Yes	Yes	No

WHERE WE ARE

Built and in early access, from a team that ships.

CAMRYX

Built

Q&A, alerts, reports, analytics,
evidence packs

Early access

set up with each customer on their
cameras

Partner console

ready for installer resale

CYBS INNOVATIONS

1 LOI

signed with a mid-size industry in
Chhattisgarh, +3 in discussion

Also building Vexron and ZapNexa for
the same plants

BACKED BY

DPIIT recognised

DIPP131753 · Startup Chhattisgarh

NVIDIA Inception

and earthN Foundation support

Partner programmes

Microsoft, Google, Meta

PRE-REVENUE · NO OUTSIDE FUNDING YET · THIS IS OUR FIRST ROUND

Pilot locally. Scale through the people who install cameras.

PHASE 1 • NOW

Local pilot sites

Champa and Raipur area: Cybs's industrial contacts, plus shops and warehouses.

PHASE 2 • 2027

Installer network

CCTV installers resell Camryx under their own brand on our partner console.

PHASE 3 • NEXT ROUND

Chains & enterprises

Multi-site retailers and companies, sold from our Bengaluru office.

Built-in growth loop: every answer and daily report arrives on the owner's WhatsApp, where it gets forwarded to partners and staff.

TEAM

Founders who grew up beside the plants they sell to.



Arin Dewangan

FOUNDER & CEO • 60%

Leads product and engineering

BCA (Data Science), Chanakya University, Bengaluru

India representative, Nokia & Telia Hackathon, Helsinki

Paper on foundation-model data pipelines



Gulshan Dewangan

CO-FOUNDER & COO • 40%

Runs operations, delivery and deals

BCA (Data Science), Chanakya University

Certified Ethical Hacker (EC-Council)

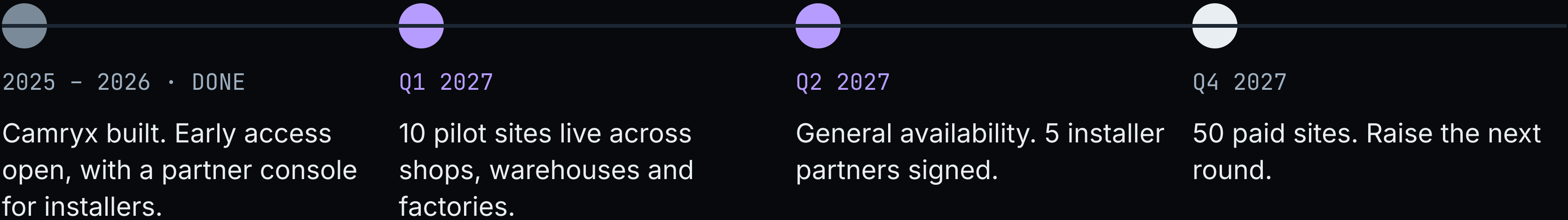
Relationships with regional plants and government offices

7-person team across product, IoT and on-site deployment, in Champa and Bengaluru

Hiring with this round: electrical/IoT and mechanical engineers for deployments

MILESTONES

From early access to 50 paid sites in about 12 months.



THE ASK • SEED ROUND

₹75 L

To take Camryx from early access to paying sites.

WHAT IT BUYS

10 pilot sites live by Q1 2027

GA general availability and 5 installer partners by Q2 2027

50 paid sites by Q4 2027

USE OF FUNDS

₹75 L total



Product engineering to general availability	₹18L
AI inference and India-hosted GPU	₹18L
Installer partner programme and sales	₹15L
Pilot site kits (agent PCs, Local boxes)	₹9L
Operations and contingency	₹9L
Privacy, DPDP compliance, security audit	₹6L

48% builds and runs the product; 20% builds the installer channel that scales it.

VISION

Every camera in India, answering questions.

No new hardware, no footage leaving the site, in the language the owner speaks.

Arin Dewangan, Founder & CEO

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