



SHABAKE GOSTAR  
MEHR TEJARAT

Smart Solutions in Video  
Surveillance & Networking



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# About Mehr Tejarat

At **Mehr Tejarat**, our mission is to enhance business efficiency and safeguard assets through advanced video surveillance systems. We serve the retail market by distributing a wide range of products through our extensive network of representatives. For large-scale projects, our experienced team delivers end-to-end solutions, from design to implementation, ensuring precision and excellence at every stage.

With over 14 years of experience, Mehr Tejarat has steadily grown, expanding its sales network and building robust capabilities in technical expertise, marketing, and project execution. We are committed to driving innovation and providing tailored solutions to meet the evolving needs of our clients.

Over the years, we have collaborated with numerous companies and served as an authorized distributor for products from renowned brands such as Hikvision, Dahua, TVT, Tiandy, Hares, Ewind, and HRUI.

Our portfolio includes a wide range of successful projects across various sectors, including oil and gas industries, petrochemical plants, banking projects, commercial complexes, automotive manufacturing, power plants, oil tankers, and critical infrastructure.

One of Mehr Tejarat's most prominent achievements has been our exceptional performance in the retail market. By leveraging a deep understanding of market dynamics and customer needs, we successfully established **Tiam Electronics** stores as a trusted destination for quality products. This strategic approach enabled us to secure the exclusive retail distribution rights for Hikvision products in the highly competitive Tehran market.

This success not only highlights our ability to build strong partnerships with leading global brands but also reflects our commitment to delivering excellence in customer service and product availability. Our exclusive partnership with Hikvision has further solidified our position as a market leader, offering cutting-edge solutions to meet the growing demand for reliable surveillance technologies.

# Projects

## Design, Implementation, and Support

### Mehr Tejarat: A Leader in Innovative and Integrated Security Solutions

At Mehr Tejarat, we are dedicated to empowering businesses with advanced security technologies and expert guidance. By harnessing the power of innovation and leveraging the expertise of our professional teams, we provide cutting-edge solutions that ensure the protection of your most valuable assets.

Our mission goes beyond traditional security. We specialize in delivering modern, integrated management systems that not only safeguard your organization but also enhance its overall efficiency



cy and resilience. Through the implementation of **AI-powered solutions**, we enable you to transform security into a strategic advantage, optimizing operations and driving productivity across your business.

Whether you are looking to strengthen physical security, monitor critical infrastructure, or deploy intelligent surveillance systems, our comprehensive range of solutions is designed to meet your unique needs. With a commitment to innovation, reliability, and customer-centric service, Mehr Tejarat is your trusted partner in achieving unparalleled protection and operational excellence.

Let us help you take the next step in redefining security and maximizing your business potential. Contact us today to learn more about how we can support your success.

# Projects

## Oil, Gas & Petroleum Industry

The oil, gas, and petroleum industry is a cornerstone of the global economy, with operations that span vast geographic regions, involve highly valuable assets, and pose unique safety and environmental challenges. Effective surveillance is critical in this industry to ensure operational continuity, safeguard personnel, protect assets, and prevent environmental incidents.

### Protecting Critical Infrastructure

Oil and gas facilities, including refineries, pipelines, and storage depots, are high-value targets for theft, sabotage, and terrorism. Surveillance systems act as a deterrent to unauthorized access and enable rapid response to potential threats. Advanced security cameras, access control systems, and intrusion detection technologies provide real-time monitoring and enhance the protection of critical infrastructure.



### Ensuring Safety and Compliance

The industry operates in environments with inherent risks, such as flammable materials, high-pressure systems, and hazardous conditions. Surveillance helps monitor these environments to ensure adherence to safety protocols and regulatory compliance. Cameras equipped with thermal imaging and advanced analytics can detect anomalies such as overheating equipment or gas leaks, enabling swift action to prevent accidents.

## Enhancing Operational Efficiency

Surveillance technologies also play a vital role in optimizing operations. By monitoring equipment performance and worker activities, companies can identify inefficiencies and areas for improvement. Remote monitoring capabilities reduce the need for on-site personnel in hazardous or hard-to-reach locations, minimizing risks while maintaining productivity.

## Preventing Environmental Incidents

The oil and gas industry has a significant responsibility to minimize its environmental impact. Surveillance systems can detect and monitor leaks, spills, or unauthorized discharges, allowing for immediate mitigation measures. These systems are instrumental in protecting surrounding ecosystems and avoiding costly regulatory penalties.

## Responding to Emergencies

In an industry where seconds count, surveillance provides invaluable support during emergencies. Integrated systems enable operators to monitor the situation in real time, coordinate response teams, and document incidents for post-event analysis. This ensures faster recovery and reduces the impact of unexpected events.

## Leveraging Advanced Technologies

Modern surveillance systems incorporate advanced technologies such as AI-driven analytics, thermal imaging, and remote sensing. These innovations provide predictive insights, automate threat detection, and allow centralized control over vast operational areas. The integration of such technologies enhances both security and operational management.

# Projects List

## Oil, Gas & Petroleum Projects

### Trusted by Leaders in the Oil, Gas, and Petroleum Industry

- **NITC - National Iranian Tanker Co**
- **Aftab Oil Refining**
- **Biston Petrochemical co**
- **Kermanshah Oil Refining**
- **Rejal Petroleum**
- **Aryasasol Polymer Company**
- **Shazand Petrochemical Company**
- **Bandar Imam Petrochemical Company**
- **PIDEC - Petrochemical Industries Design and Engineering Company**
- **IOIV - Iranian Oil Industry Ventures**
- **Sepehr Pasargad Oil & Gas Production co**

# Projects

## Healthcare & Medical Care Industry



The medical care industry encompasses hospitals, clinics, nursing homes, and other healthcare facilities that prioritize patient well-being and staff safety. Surveillance plays a critical role in ensuring the smooth operation of these environments by addressing security challenges, improving patient care, and maintaining compliance with regulatory standards.

### **Ensuring Patient and Staff Safety**

Healthcare facilities are public spaces that operate around the clock, making them vulnerable to theft, vandalism, and violence. Surveillance systems act as a deterrent to criminal activities and enable security teams to monitor for suspicious behavior. Real-time video monitoring ensures swift responses to incidents, creating a safer environment for patients, visitors, and healthcare professionals.

### **Safeguarding High-Value Assets**

Healthcare facilities house expensive medical equipment, sensitive patient records, and pharmaceuticals that are critical to their operations. Surveillance systems protect these assets by monitoring restricted areas like pharmacies, laboratories, and data centers. By preventing unauthorized access, these systems help maintain operational integrity and protect sensitive information.

### **Monitoring Patient Care and Safety**

Surveillance can be instrumental in monitoring patient care and maintaining high safety standards. For example, cameras in intensive care units (ICUs) or elder care facilities can alert staff to falls or emergencies. In operating rooms and specialized units, surveillance ensures compliance with hygiene protocols, reducing risks of infection and improving outcomes.

### **Supporting Emergency Preparedness and Incident Response**

In emergencies such as fires, natural disasters, or security breaches, surveillance systems provide critical insights for effective incident management. Live video feeds help coordinators assess situations in real time and deploy resources efficiently, ensuring the safety of everyone involved.

### **Leveraging Advanced Technology**

Modern surveillance systems in the medical care industry incorporate advanced features like AI-driven analytics, facial recognition, and thermal imaging. These technologies enable proactive security measures, such as identifying unauthorized individuals or detecting elevated body temperatures to screen for potential health risks.

### **Maintaining Compliance and Protecting Privacy**

The medical care industry is highly regulated, with strict guidelines on patient privacy and data security, such as HIPAA. Surveillance systems must be designed to adhere to these regulations, ensuring that security measures do not infringe on patient rights. Advanced systems allow selective monitoring of public and sensitive areas while maintaining privacy and confidentiality.



# Projects List

## Healthcare & Medical Care Projects

### Our Valued Partners in the Healthcare & Medical Care Industry

- Mofid Children's Hospital
- Akhtar Hospital
- Alqadir Hospital
- Ansar Alqadir Hospital
- Tehran Modern Clinic
- Mega Lab
- Tehran University of Nutrition Sciences



# Projects

## Critical Infrastructures



Critical infrastructures, such as railways, airports, power plants, and subways, form the backbone of modern society. These systems are essential for ensuring economic stability, public safety, and the smooth functioning of daily life. Given their significance, they are also highly vulnerable to risks, including natural disasters, accidents, sabotage, and cyber-physical threats. Surveillance systems play a pivotal role in safeguarding these vital assets by enhancing security, operational efficiency, and resilience.

## Enhancing Security and Risk Mitigation

1. **Preventing Unauthorized Access:** Surveillance systems, including cameras, motion detectors, and access control technologies, ensure that only authorized personnel can enter restricted areas. This is crucial for facilities like airports and power plants, where breaches could lead to catastrophic consequences.
2. **Early Threat Detection:** Advanced surveillance technologies, such as AI-powered cameras and thermal imaging, enable real-time detection of unusual activities or potential threats. For example, identifying unattended baggage in a subway station or spotting intruders near a power grid.
3. **Incident Response and Management:** Continuous monitoring provides actionable intelligence during emergencies. Security personnel can quickly assess situations and coordinate responses, minimizing damage and ensuring public safety.

## Operational Efficiency and Monitoring

1. **Streamlining Traffic Flow:** In transportation hubs like airports and railway stations, surveillance systems help manage passenger flow, reduce congestion, and enhance the overall travel experience.
2. **Remote Monitoring:** Surveillance systems allow operators to monitor multiple sites from a central location. This capability is especially beneficial for geographically dispersed infrastructures like rail networks or pipelines.
3. **Maintenance and Inspections:** Cameras and sensors integrated into surveillance systems can identify wear and tear or anomalies in equipment, enabling proactive maintenance and reducing downtime.

## Ensuring Regulatory Compliance

Critical infrastructures are subject to stringent safety and security regulations. Surveillance systems help organizations demonstrate compliance with these standards by providing records of security measures and incident handling. This not only ensures legal adherence but also builds public trust.

## Resilience Against Emerging Threats

1. **Cyber-Physical Security:** Modern surveillance systems are increasingly integrated with digital networks, making them a target for cyberattacks. Implementing robust cybersecurity measures alongside surveillance ensures protection against such hybrid threats.
2. **Adaptability:** Advanced surveillance technologies, like facial recognition and AI analytics, can evolve to address new challenges, such as pandemic-related safety measures or emerging terrorist tactics.



# Projects List

## Critical Infrastructure Projects

### Proudly Serving Leaders in Critical Infrastructure

- **IKIA - Imam Khomeini International Airport**
- **Payam International Airport**
- **Tehran Metro**
- **Qom Subway**
- **Khoy Power Plant**
- **Parand Power Plant**
- **Tehran International Exhibition Center**

# Projects

## Banking Systems

Banks play a pivotal role in the global economy, safeguarding financial assets, facilitating transactions, and providing critical services to individuals and businesses. Given their high-value assets and sensitive information, banks are prime targets for theft, fraud, and other security threats. Implementing robust surveillance systems is essential to maintaining security, trust, and operational efficiency in this critical sector.

### Enhancing Security and Crime Prevention

1. **Deter Criminal Activities:** Visible surveillance cameras act as a deterrent against robberies, vandalism, and fraudulent activities. Potential criminals are less likely to target a facility with an extensive surveillance system.
2. **Real-Time Threat Monitoring:** Modern surveillance systems equipped with advanced technologies, such as motion detection and AI analytics, provide real-time monitoring to detect suspicious behavior. This allows for immediate response to potential threats, preventing escalation.
3. **Investigation Support:** In the event of an incident, recorded surveillance footage serves as critical evidence for investigations and legal proceedings. High-resolution recordings help identify perpetrators and reconstruct events accurately.

### Protecting Customers and Employees

1. **Ensuring Customer Safety:** Banks often have a high footfall of customers accessing services. Surveillance systems ensure their safety by monitoring public areas, ATMs, and entry points, mitigating risks like theft or harassment.
2. **Employee Security:** Employees working in high-stress environments, such as bank tellers, benefit from the assurance of being monitored. This not only deters potential threats but also helps ensure a safe workplace.

## Enhancing Operational Efficiency

1. **Monitoring Compliance:** Banks are subject to strict regulatory requirements for financial and operational practices. Surveillance systems help monitor and ensure compliance with these regulations, reducing risks of legal penalties.
2. **Fraud Detection:** Advanced surveillance technologies can identify suspicious patterns, such as unusual customer behavior at ATMs or irregular activities within bank branches, enabling proactive fraud prevention.
3. **Remote Monitoring:** Modern surveillance systems allow bank management to oversee multiple branches and ATMs from a central location, optimizing security management and operational oversight.

## Building Trust and Confidence

A secure banking environment is essential for maintaining customer trust. Surveillance systems visibly demonstrate a bank's commitment to safety and security, fostering confidence among clients that their assets and personal information are well-protected.

### Integrating Cybersecurity and Physical Security

Banks are increasingly integrating physical surveillance systems with cybersecurity measures to address hybrid threats. For instance, AI-powered systems can identify both physical breaches and cyber anomalies, offering a comprehensive security approach.

### Future-Proofing Bank Security

As security threats evolve, banks must adopt state-of-the-art surveillance solutions, such as facial recognition, biometric access controls, and AI-driven analytics. These technologies provide scalable and adaptable security measures that can meet the demands of an ever-changing threat landscape.

# Projects List

## Banking System Projects

### Proudly Serving Leaders in Banking

- City Bank
- Tose'e Ta'avon Bank
- Eghtesad Novin Bank
- Mellat Bank
- HM Exchange Co



# Projects

## Commercial Complexes

Commercial complexes, including shopping malls, office buildings, and mixed-use facilities, are bustling hubs of economic activity. These spaces cater to diverse groups of people, from business professionals and employees to shoppers and visitors. Given their high foot traffic and concentration of valuable assets, implementing robust surveillance systems is essential to ensure security, operational efficiency, and an enhanced user experience.



### **Ensuring Safety and Security**

1. **Detering Criminal Activities:** Visible surveillance cameras act as a strong deterrent against theft, vandalism, and other illegal activities. Potential offenders are less likely to target a commercial complex equipped with a comprehensive security system.
2. **Incident Monitoring:** Advanced surveillance systems with real-time monitoring capabilities help security personnel detect and respond to incidents, such as shoplifting, unauthorized access, or altercations, as they occur.
3. **Providing Evidence for Investigations:** Recorded footage from surveillance systems serves as critical evidence in investigating crimes or resolving disputes. High-quality video and audio recordings ensure accuracy and reliability in legal or insurance claims.

### **Enhancing Operational Efficiency**

1. **Managing Crowd Flow:** Surveillance systems help monitor and manage crowd movements, ensuring a smooth and safe experience during peak hours or events. This is particularly important in shopping malls and event spaces.
2. **Facility Monitoring:** Cameras and sensors can track the use of elevators, escalators, and parking areas, identifying maintenance needs or potential hazards before they escalate.
3. **Remote Oversight:** Modern surveillance technologies enable centralized monitoring of multiple sites, allowing property managers to oversee operations across several commercial complexes effectively.

### **Improving Customer Experience**

1. **Creating a Secure Environment:** Customers and tenants feel more confident and comfortable in a secure commercial space, fostering loyalty and satisfaction.
2. **Addressing Emergencies:** Surveillance systems enhance the ability to detect and respond quickly to emergencies, such as fires, medical incidents, or security breaches, ensuring the safety of everyone on the premises.
3. **Personalizing Services:** Advanced systems equipped with analytics can provide insights into customer behavior, such as foot traffic patterns or time spent in specific areas, enabling businesses to tailor services and improve layout designs.

### **Supporting Compliance and Risk Management**

1. **Regulatory Compliance:** Commercial complexes must adhere to safety and security regulations. Surveillance systems help demonstrate compliance by providing records of security measures and incident management.



2. **Liability Protection:** Surveillance footage can protect property owners and tenants from false claims and disputes, offering transparency and accountability in resolving conflicts.

#### **Adapting to Modern Security Challenges**

1. **Integration with Smart Systems:** Surveillance systems can be integrated with access controls, fire alarms, and other building management systems for seamless and comprehensive security solutions.
2. **Leveraging AI and Analytics:** AI-powered surveillance technologies enable advanced features such as facial recognition, anomaly detection, and heat mapping, enhancing both security and operational efficiency.

# Projects List

## Commercial Complex Projects

Some of the commercial complexes where we have implemented their su systems

- Sana Center
- Markiz Complex
- Tehran City Center
- Almas Jewelry Complex
- Isfahan Khorshid Complex
- Iran Hyper Star
- Amjad Electronic Complex

# Projects

## Industrial Manufacturing Facilities

Industrial manufacturing facilities are critical to global supply chains, housing expensive equipment and materials. Robust surveillance systems are essential for security, efficiency, and compliance.

### Enhancing Security and Safety

1. **Theft and Risk Prevention:** Surveillance deters theft, monitors restricted areas, and provides evidence for investigations.
2. **Workplace Safety:** Real-time monitoring identifies hazards and supports emergency response, reducing accidents.

### Improving Operational Efficiency

1. **Optimizing Processes:** Surveillance identifies workflow inefficiencies and tracks equipment usage for proactive maintenance.
2. **Remote Monitoring:** Enables oversight of multiple facilities, enhancing decision-making and productivity.

### Supporting Compliance and Accountability

1. **Regulatory Compliance:** Ensures adherence to safety and environmental standards.
2. **Employee Accountability:** Encourages proper conduct and provides footage for training and dispute resolution.

### Leveraging Advanced Technologies

Modern systems use AI and IoT integration to detect anomalies, improve situational awareness, and scale with facility needs.

# Projects List

## Industrial Manufacturing Facility Projects

Some of the commercial complexes where we have implemented their su systems

- **Abas Abad Industrial City**
- **IKCO - Iran Khodro Co**
- **Saipa Co**
- **Bahman Motor**
- **Rigzar Mine**
- **Iran Hyper Star**
- **Pardis Steel Company**
- **Arya Chemical Co**
- **Ara Sololoz Manufacture**
- **Margarin Industry Co**
- **Negin Khodro Co**
- **Yekta Crane Co**
- **Zar Sabz Farm**
- **Shafagh Tabriz Carpet Manufacture**
- **Ofogh Gal'e Parsian Co**

# Retail Market

Navigating Trends and Consumer Insights in the Evolving Retail Landscape

Shabake Gostar Mehr Tejarat Company, leveraging the extensive network of Tiam Electronics chain stores, has been a prominent player in Iran's electronics market for over 21 years. The company specializes in the sale of cutting-edge electronic products, advanced video surveillance systems, and high-quality network equipment.

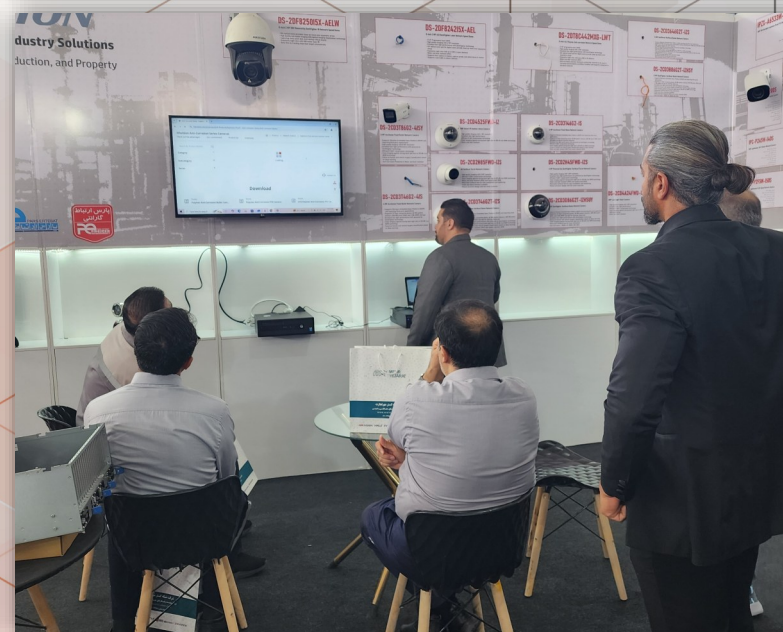
Mehr Tejarat's retail network is not confined to Tehran, where the company directly manages several flagship stores, but also extends to major metropolitan areas across Iran, including Shiraz, Isfahan, Rasht, Tabriz, Mashhad, Kerman, and Kermanshah. This expansive reach ensures accessibility to its diverse range of products for customers nationwide.



# Exhibitions

## Shabake Gostar Mehr Tejarat





Shabake Gostar Mehr Tejarat has also been actively engaged in the import and wholesale distribution of electronic components for many years, establishing itself as a trusted name in the industry. The company is a key player in distributing a diverse range of imported products sourced from leading markets, including China, Taiwan, South Korea, and the UAE, ensuring a steady supply of high-quality components to Iran's dynamic electronics market.

Complementing its robust wholesale operations, Mehr Tejarat has extended its reach to individual consumers through its online store, [Pikoelectronic.com](http://Pikoelectronic.com). With an extensive catalog of over 8,000 types of electronic products, the platform has become a go-to destination for engineers, hobbyists, and businesses alike. This dual-channel strategy not only enhances the company's ability to serve wholesale clients but also empowers retail customers with direct access to a wide variety of reliable and cutting-edge electronic components.

By consistently focusing on quality, innovation, and customer satisfaction, Shabake Gostar Mehr Tejarat remains committed to meeting the evolving demands of both its wholesale and retail clientele, solidifying its position as a leader in Iran's electronics industry.

The screenshot displays the PikoElectronic website interface. At the top, there is a navigation bar with the PikoElectronic logo on the left and search, login, and registration options on the right. Below the navigation bar, there are two main promotional banners. The left banner features a red background with an image of a microcontroller board and the text 'انواع ماژول صوتی' (Various Audio Modules) and 'جهت مشاهده محصولات کلیک کنید' (Click to view products). The right banner features a blue background with an image of an Arduino board and the text 'اینو Arduino' (This Arduino) and 'جهت مشاهده محصولات آردوینو کلیک کنید' (Click to view Arduino products). Below these banners, there is a large promotional banner for 'Neltron Industrial Co., Ltd.' with a '30% SALE' and images of various connectors. At the bottom, there are two smaller banners: one for 'infineon' with the text 'محصولات اورجینال شرکت infineon در بیکو الکترونیک' (Original Infineon products at Piko Electronics) and 'made in' (partially visible), and another for 'TAITSU' with the text 'انواع خازن های پلی استر زایی' (Various Polyester Capacitors).

Renowned for its excellence, Mehr Tejarat is proud to hold the distinction of being the top-performing Hikvision sales network in Iran. Beyond retail operations, the company has successfully undertaken and delivered large-scale video surveillance projects, demonstrating its expertise in implementing cutting-edge security solutions. With a strong commitment to quality and customer satisfaction, Mehr Tejarat continues to lead and innovate in the ever-evolving electronics and surveillance industry.

