



**June 26, 2020**

To, <b>BSE Limited</b> 25 <sup>th</sup> Floor, P.J. Towers, Dalal Street, Mumbai-400 001	To, <b>The Manager - Corporate Compliance</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051
---	--

Dear Sir/Madam,

**Script Code: BSE - 500279, NSE - MIRCELECTR**

**Sub: Intimation of launch of "Refrigerators".**

Pursuant to the Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirement) Regulation 2015, We are pleased to inform you that our Company has launched "Refrigerators".

The detail of the Product is attached herewith.

You are requested to take the same on record and oblige.

Thanking you,

**For MIRC Electronics Limited**

**Lalit Chendvankar**  
**Head - Corporate Affairs,**  
**Legal & Company Secretary**

Encl: A/a

**MIRC ELECTRONICS LIMITED**

**Regd. Office: Onida House, G-1, MIDC, Mahakali Caves Road, Andheri (East), Mumbai:-400 093**

**Tel.: +91-22-6697 5777, 2820 0435 Fax: +91-22-28202002**

**CIN : L32300MH1981PLC023637 Website:- www.onida.com**



## **Made in India Brand, ONIDA, Completes its Large Appliances Category with the introduction of Insta Chill Refrigerators.**

Onida is all set to enter the Refrigerator category to complete the Consumer Electronics and Home Appliances segment. Launching InstaChill DC Refrigerators for fresh and Effective cooling.

Onida has been India's trusted brand for 39 years with innovations in categories right from Televisions to Air Conditioners to Microwave Oven (MWO) and Washing Machines. In the current Aatma-Nirbhar era, the brand sees a perfect opportunity to build on the Make-In-India base, like it has done for the last 39 years. Onida has come a full circle in the Consumer Electronics and Home Appliances space with the launch of Made-in-India Refrigerators.

InstaChill refrigerators are a great addition to the family and Onida has emphasized a lot on its fast cooling technology which will not only cool faster but also keep food fresh and preserve it for a longer period of time. The refrigerators are beautifully designed with a floral glossy finish.

Onida has paid a great deal of attention to the storage capacity of the refrigerators by optimizing ample space to store food items and beverages. Moreover, Onida's focus has always been on introducing Eco-friendly products and hence we have implemented the same focus here as the InstaChill refrigerators comes with refrigerant that is free of chlorofluorocarbons, hydro chlorofluorocarbons, and more to ensure ozone layer protection. The shelves are of toughened glass and can withstand weight upto 150kg.

### **Unique Attributes added to InstaChill Refrigerators**

Onida will be launching Direct Cool in two popular segment of 190 Ltr and 215 Ltr (with an option of availing pedestal) with 2020 approved star rating. These are of premium VCM finish and available in Floral Blue and Floral Red colour options.

The InstaChill Refrigerators line-up is an innovative offering from the legendary household brand Onida in a price segment which has seen massive consumption.

Secondly, a unique addition is the removable anti-bacterial gasket, which helps in keeping the door liner clean and ensures hygienic and fresh food. It also stops the bacteria and fungi formation inside the appliance.

Additionally, InstaChill Refrigerators comes with Power Cut EvoCool Technology which allows food to stay fresh and cool for a longer time even when there's a power cut.



OWNER'S PRIDE

We are very confident that the launch of Refrigerators will be an excellent value proposition for our valued consumers. This product will help us in positioning Onida as the Gen-Next brand and with this launch we will complete our portfolio of Consumer Electronics & Home appliances segment and as one of the few Indian Companies to have achieved this feat.

Onida, being one of the most revered and loved Indian brands with a high brand recall, understands the varied tastes of consumers. In the past, we have come out with many segment-firsts in Televisions, Air Conditioners, Washing Machines and Microwave ovens; and here we have taken big leap with the launch of Refrigerators.

\*\*\*\*\*