

# Dixon

An ISO 9001 : 2008, 14001 : 2004 Company

## Dixon Technologies (India) Ltd.

(Formerly Known as Dixon Technologies (India) Pvt. Ltd )

CIN : L32101UP1993PLC066581

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4<sup>th</sup> October, 2018

To Secretary Listing Department BSE Limited Department of Corporate Services Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001	To Secretary Listing Department National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex Mumbai - 400 051
Scrip Code - 540699 ISIN: INE935N01012	Scrip Code- DIXON ISIN: INE935N01012

Dear Sir / Madam,

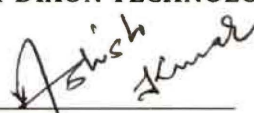
### **Sub: Dixon Technologies commences production of Mi LED TVs for Xiaomi**

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you the Company has commenced manufacturing of Mi LED TVs for Xiaomi. The said manufacturing will take place from Dixon's state of the Art manufacturing facility located at Tirupati, Andhra Pradesh. In this regard, please find enclosed herewith detailed announcement.

Further, Hon'ble Chief Minister of Andhra Pradesh- Sri Nara Chandrababu Naidu and other dignitaries graced the occasion by their presence at Dixon's aforesaid manufacturing facility.

We request you to kindly take this on your record.

Thanking You,  
For **DIXON TECHNOLOGIES (INDIA) LIMITED**

  
**Ashish Kumar**  
**Company Secretary and Compliance Officer**

Membership No.: F8355

Address: B-14 & 15, Phase-II, Noida, Gautam Buddha Nagar  
Uttar Pradesh - 201 305



Encl: as above



## **Dixon Technologies commences production of Mi LED TVs for Xiaomi**

- *Xiaomi and Dixon have entered into agreement for manufacturing of Mi LED TVs*
- *Manufacturing to take place at Dixon's state of the Art manufacturing facility located at Tirupati*

**Tirupati, India, 4 October 2018**

Dixon Technologies (India) Limited and Xiaomi India has entered into agreement for manufacturing of LED TVs for Xiaomi – Mi LED TVs as another step towards their commitment to Make in India.

Dixon shall be manufacturing Mi TVs for Xiaomi from its facility located at Tirupati, Andhra Pradesh where it has recently commenced production of Liquid Crystal module (LCM) Line under Central Government's flagship programme "Make in India" and such LCM line provides overall cost efficiency to Dixon's elite allies.

Dixon Technologies has commenced its local production of Mi LED TVs with Mi LED Smart TV 4A 80cm (32") and Mi LED Smart TV 4A 180cm (43") for now.

Hon'ble Chief Minister of Andhra Pradesh- **Sri Nara Chandrababu Naidu**, Hon'ble Minister for ITE&C - **Shri Nara Lokesh** and other dignitaries graced the occasion by their presence at Dixon's aforesaid manufacturing facility and congratulated both the business houses on their present and future endeavors.

Commenting on this occasion, **Mr. Sunil Vachani, Executive Chairman**, Dixon Technologies (India) Limited said, *"Firstly, we would like to give our heartfelt thanks to the Hon'ble Chief Minister, Hon'ble Minister of ITE & C and other dignitaries present for taking time out of their busy schedules for this occasion. Your presence strengthens our belief that we are on right path. Also, we would like to congratulate Xiaomi for their innovations and making a mark for themselves in Technological world whilst keeping the affordability intact. With Dixon's manufacturing experience and Xiaomi's innovative solutions, we are sure that the consumers are going to be immensely benefited."*

**Mr. Atul B. Lall, Managing Director**, Dixon Technologies (India) Ltd. said, *"India is one of the fastest and largest growing electronics market in the world and Television market is the largest contributor in the electronics market segment. Xiaomi is one of the pioneers and the leader in Smart TV market in India\*\*. People across nations have strong faith in Xiaomi's products given their honest approach in doing business. This collaboration is a true example that Xiaomi reposes such faith in Dixon. With Xiaomi's Innovative solutions and Dixon's skill sets in EMS business, the customers are sure to have enriching experience."*

### **About Dixon Technologies (India) Limited**

Dixon Technologies (India) Limited is the largest\* home grown design-focused and solutions company engaged in manufacturing products in the consumer durables, lighting and mobile phones markets in India. Their diversified product portfolio includes (i) consumer electronics like LED TVs; (ii) home appliances like washing machines; (iii) lighting products like LED bulbs and tubelights, downlighters and CFL bulbs; (iv) mobile phones; and (v) CCTV & DVRs. Dixon also provides solutions in reverse logistics i.e. repair and refurbishment services of set top boxes, mobile phones and LED TV panels.

***\*Source: Project Rise: Indian Consumer Electronics & Appliances Market Study, issued by Frost & Sullivan India Private Limited***

***\*\*Smart Home Tracker, IDC Q2 2018***

For further clarification, you may contact the undersigned:

**Ashish Kumar**

**Group Company Secretary and Compliance Officer**

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