



The brand behind brands

Dixon Technologies (India) Limited

31st May, 2023

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| 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: INE935N01020 | Scrip Code - DIXON ISIN: INE935N01020 |

Dear Sir/Madam,

Sub: Announcement under Regulation 30 of SEBI (LODR) Regulations

Please find enclosed herewith detailed announcement under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, wherein Dixon Technologies (India) Limited proposes to partner with Xiaomi India for manufacturing and exporting Mobile Phones from India and to also explore enhancing component ecosystem subject to signing of definitive agreements.

We request you to kindly take this on your record and oblige.

Thanking You,

For DIXON TECHNOLOGIES (INDIA) LIMITED

Ashish Kumar
Chief Legal Counsel & Group Company Secretary

Encl: as above



**DIXON TECHNOLOGIES TO PARTNER WITH XIAOMI INDIA FOR
MANUFACTURING & EXPORTING MOBILE PHONES FROM INDIA AND TO
EXPLORE ENHANCING COMPONENT ECOSYSTEM**

Dixon and Xiaomi India to partner for manufacturing & exporting mobile phones from India in their continued commitment to “Make In India” and to also explore enhancing component ecosystem in line with broadening & deepening supply chain localisation subject to signing of definitive agreements

Noida, 31st May, 2023

Dixon Technologies (India) Limited (“**Dixon**”) proposes to partner with **Xiaomi India** to carry out manufacturing and export of mobile phones of Xiaomi and to also explore enhancing component ecosystem in India through the wholly owned subsidiaries of Dixon. The proposed association will be formalized subject to execution of the definitive agreements.

Hon’ble Union Minister of State for Electronics & Information Technology, Skill Development & Entrepreneurship, Shri Rajeev Chandrasekhar, congratulated both the business houses on the proposed association.

Commenting on this association, Mr. Atul B. Lall, Vice Chairman & Managing Director, Dixon Technologies (India) Limited said, the Indian EMS industry has embarked on an upward journey. Now, with most of the global mobile phone manufacturers and their supply chain partners investing in manufacturing, the Indian EMS industry is well-positioned to unlock its true potential in the coming years. Xiaomi, which has built a strong brand equity over the years in India is known for its high quality and efficiency is reckoned as a strong force in smart mobile phones market in India and people across the nations have strong faith in their products. We are ecstatic and encouraged by the trust they have reposed on Dixon for the proposed association. This partnership will leverage Dixon’s manufacturing excellence, superior execution track record and Xiaomi’s expertise & leadership in Indian business ecosystem and it represents a major milestone in Indian Governments “Make in India” initiative.

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; (iv) mobile phones; and (v) CCTV & DVRs (vi) Medical Equipment (vii) wearables. Dixon also provides solutions in reverse logistics i.e. repair and refurbishment services of LED TV panels.

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

For further clarification, you may contact the undersigned:

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