



The brand behind brands

Dixon Technologies (India) Limited

23rd February, 2024

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: Intimation under Regulation 30 of SEBI LODR Regulations, 2015- Launch of a New Factory at Dehradun, Uttarakhand

Pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that a new factory has been launched at Plot No. C-8, SIDCUL Industrial Area, Selaqui, Dehradun, Uttarakhand by Dixon Technologies (India) Limited on 23rd February, 2024, for manufacturing of Washing machines.

Please find enclosed herewith detailed announcement in this regard.

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



The brand behind brands

Dixon Technologies (India) Limited Announces the Launch of New Factory in Dehradun, Uttarakhand

Dehradun, 23rd February 2024:

Dixon Technologies (India) Limited, a pioneering force in the electronic manufacturing services (EMS) sector in India, announces the launch of its new manufacturing unit at Plot No. C-8, SIDCUL Industrial Area Selaqui, Dehradun, Uttarakhand on 23rd February 2024. This new manufacturing unit in Dehradun symbolizes Dixon's growth trajectory, and its commitment to economic development, infrastructure enhancement, and social welfare.

The Dehradun manufacturing unit is expected to generate employment opportunities for more than 1000 people, and boasts an annual production capacity of 24 lakh washing machines. The factory is poised to stimulate local businesses, attract investments, and contribute significantly to the region's revenue.

The inauguration ceremony was graced by the presence of the Hon'ble Chief Minister, Shri Pushkar Singh Dhami, signifying a landmark moment for the region, heralding new opportunities for economic advancement, infrastructure development, and technology innovation.

"We are thrilled to launch our latest factory, which represents a significant step forward in our journey towards innovation and excellence," said Mr. Sunil Vachani, Executive Chairman at Dixon Technologies. He elaborates, "The new plant will enable us to deliver high-quality output to our customers both in the domestic as well as international markets at an accelerated rate. We are very proud to have opened a future-oriented production facility here in Dehradun."

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 tube lights, downlighters; (iv) mobile phones; and (v) CCTV & DVRs (vi) Medical Equipment (vii) wearables, (viii) Refrigerators. 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:

Ashish Kumar

Chief Legal Counsel and Group Company Secretary

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

Contact No.: +91 120 473 7200; Fax: +91 120 473 7263

Email: investorrelations@dixoninfo.com