



The brand behind brands

Dixon Technologies (India) Limited

19th April, 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: Dixon’s Wholly Owned Subsidiary- Padget Electronics enters into an Agreement with Longcheer for manufacturing and sale of smart phones

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we wish to inform that Wholly Owned Subsidiary, Padget Electronics Private Limited has entered into an Agreement with Longcheer Mobile India Private Limited (“**Longcheer**”) and has commenced production/ manufacturing and sale of smart phones for large global brands with Longcheer’s design and technology.

In this regard, please find enclosed herewith the detailed announcement.

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 CS

Encl: As Above



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Dixon's Wholly Owned Subsidiary-Padget Electronics enters into an Agreement with Longcheer for manufacturing and sale of smart phones

- Padget Electronics Private Limited (“**Padget**”) has entered into an Agreement with Longcheer Mobile India Private Limited (“**Longcheer**”) for undertaking manufacturing and sale of smart phones for large global brands with Longcheer’s design and technology.

Noida, 19th April, 2024

Dixon’s Wholly owned subsidiary- Padget Electronics Private Limited has entered into an Agreement with Longcheer and has commenced the production/ manufacturing and sale of smart phones for large global brands with Longcheer’s design and technology.

Longcheer has strong capabilities in product-level solution design, hardware innovation design, system-level software platform development, lean production, supply chain integration & quality control capabilities. They provide integrated smart product services to global leading consumer electronics brands & tech enterprises across multiple countries & regions with global delivery capabilities & has approximately 28% share of ODM at Global Level

Commenting on this association, **Mr. Atul B. Lall, Vice Chairman & Managing Director**, Dixon Technologies (India) Limited said, *“It gives us an immense pleasure to partner with ‘Longcheer’ for undertaking manufacturing and sale of smart phones for large global brands with Longcheer’s design and technology. This association will give a strong impetus to India’s manufacturing competitiveness.*

We are ecstatic and encouraged by the trust that Longcheer and its designated customers have reposed on Dixon group for the proposed association and we firmly believe that this association will leverage our excellence, superior execution track record and Longcheer deep expertise in mobile phones. We see them as an ideal partner who share our core values of quality, engineering prowess, innovation & customer satisfaction. We are confident that this is just the beginning of a large & prolific relationship & there is immense potential to further build on the shared capabilities to deliver sustainable growth.

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 (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

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