

Dixon Technologies (India) Limited28th October, 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 Technologies (India) Limited enters into an MOU with Cellecor Gadgets Limited

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we wish to inform that Dixon Technologies (India) Limited has entered into an MOU with Cellecor Gadgets Limited (“**Cellecor**”) for manufacturing of Washing Machines and its related components for Cellecor.

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



The brand behind brands

DIXON TECHNOLOGIES AND CELLECOR GADGETS SIGNS AN MOU FOR MANUFACTURING OF WASHING MACHINES

- Dixon Technologies (India) Limited (“**Dixon**”) and Cellecor Gadgets Limited (“**Cellecor**”) entered into an MOU for manufacturing of Washing Machines and its related components for Cellecor.

Noida, 28th October, 2024

Dixon has entered into an MOU with Cellecor for manufacturing of washing machines and its related components for Cellecor.

Cellecor is a leading name in the consumer electronics industry, known for its innovative and cutting-edge technology. With a commitment to making happiness affordable, Cellecor offers a diverse range of products, including mobile phones, smart TVs, speakers, neckbands, TWS, sound bars, smartwatches, Washing Machines, and many more.

Commenting on this occasion, **Mr. Atul B. Lall, Vice Chairman & Managing Director of Dixon Technologies**, stated that “We are delighted to announce that Dixon Technologies has entered into an MOU with Cellecor for manufacturing of washing machines and its related components. By this partnership, Dixon Technologies will increase its customer base in Washing Machine segment. Further, through this partnership, both Companies aims to target improved efficiencies and increased competitiveness.”

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) Wearables (vi) 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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