

**Dixon Technologies (India) Limited**16<sup>th</sup> May, 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
<b>Scrip Code – 540699</b> <b>ISIN: INE935N01020</b>	<b>Scrip Code - DIXON</b> <b>ISIN: INE935N01020</b>

Dear Sir/Madam,

**Sub: Dixon Technologies (India) Limited enters into a MOU with Acerpure for production of consumer appliance products**

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 a MOU with Acerpure India CE Private Limited (“**Acerpure**”) for manufacturing of range of Consumer appliance products, subject to signing of definitive agreements.

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 (India) Limited enters into a MOU with Acerpure for manufacturing of consumer appliance products**

- Dixon Technologies (India) Limited has entered into a MOU with Acerpure India CE Private Limited (“Acerpure”) for manufacturing of range of consumer appliance products.

**Noida, 16<sup>th</sup> May, 2024**

Dixon Technologies (India) Limited has entered into a MOU with Acerpure for manufacturing of range of Consumer appliance products. Pursuant to this MOU between Acerpure and Dixon Technologies, Dixon will undertake the manufacturing of Acerpure products in its facilities starting with the state-of-the-art TVs, subject to signing of definitive agreements.

Acerpure is engaged in the business of trade, import and export of consumer durables and home appliances, and associated peripherals, accessories, components and parts and provision of ancillary services connected therewith.

**Commenting on this association, Mr. Sunil Vachani, Executive Chairman of Dixon Technologies,** expressed, *“Through our enduring partnership with Acer, we have consistently upheld the values of local manufacturing and innovation. The introduction of Acerpure and our expanded collaborative efforts represent a significant stride towards enhancing India's self-sufficiency and global competitiveness in the electronics sector. Aligned with the 'Make in India' initiative, our goal is to manufacture premium consumer products for both domestic and international markets, thereby stimulating economic growth and fostering innovation while nurturing local talent. This partnership underscores our unwavering commitment to delivering high-quality, Made in India products, marking a notable milestone in our relentless pursuit of excellence.”*

**Commenting on this association Mr. Harish Kohli, President & Managing Director of Acer India,** expressed his enthusiasm about the launch and commented that *“Through this collaboration with Dixon Technologies, we are poised to usher in a wave of locally manufactured products, aligning seamlessly with the Make in India initiative. This partnership embodies our shared vision of fostering economic growth and technological advancement within the nation. Together, we look forward to crafting cutting-edge solutions that resonate with the diverse needs and aspirations of Indian consumers, empowering them to embrace a brighter, technologically enriched future.”*

**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) Wearables (vii) 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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