



The brand behind brands

Dixon Technologies (India) Limited

9th May, 2025

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: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015

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's Wholly Owned Subsidiary, Padget Electronics Private Limited ("**Padget Electronics**") has entered into a Contract Manufacturing Agreement with NxtCell India Private Limited to manufacture smartphones for the iconic French tech brand Alcatel in the Indian market.

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's Wholly Owned Subsidiary Padget Electronics partners with NxtCell India to lead Alcatel's 'Make in India' Manufacturing Ecosystem

- Dixon Technologies (India) Limited's Wholly Owned Subsidiary, Padget Electronics Private Limited (**"Padget Electronics"**) has entered into a Contract Manufacturing Agreement with **NxtCell India Private Limited** (**"NxtCell India"**) to manufacture smartphones for the iconic French tech brand Alcatel in the Indian market.

Noida, 9th May, 2025

Dixon's wholly owned subsidiary- Padget Electronics has entered into a Contract Manufacturing Agreement with NxtCell India to lead Alcatel's 'Make in India' Manufacturing Ecosystem.

Commenting on this association, **Mr. Atul B. Lall, Vice Chairman & Managing Director, Dixon Technologies (India) Limited** said *"We are delighted to announce that Padget Electronics has entered into a Contract Manufacturing Agreement with NxtCell India to manufacture smartphones for the iconic brand Alcatel. This strategic association with NxtCell India will further strengthen our manufacturing excellence and execution capabilities. Together, we shall aim to bring premium, next-generation products with innovative technology to the Indian market. This partnership is engineered to deliver high-performance devices, fortify local supply chains, catalyse employment, and stimulate ancillary industries within India's burgeoning electronics ecosystem."*

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 and Hearables (vi) Refrigerators and (vii) Telecom and IT hardware products. 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*

About NxtCell India

NxtCell India Private Limited is a 100% Indian-domicile company, wholly owned by Indian shareholders. Headquartered in Gurgaon, NxtCell holds exclusive brand authorization from TCL to represent and operate the Alcatel brand in India and select international markets. The company is led by a dynamic leadership team comprising Ansh Rathi, Chief Operating Officer and Atul Vivek, Chief Business Officer bringing together strategic vision and operational excellence. With a strong focus on innovation, accessibility, and customer-centricity, NxtCell is committed to redefining the consumer technology landscape in India. NxtCell India plans to start smartphone manufacturing within the next 12 to 18 months.

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