



The brand behind brands

Dixon Technologies (India) Limited

26th December, 2024

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| 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- Dixon Electro Manufacturing 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 Electro Manufacturing Private Limited, Wholly Owned Subsidiary of Dixon Technologies (India) Limited has entered into an MOU with Cellecor Gadgets Limited (“Cellecor”) for manufacturing of Refrigerators 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



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DIXON 's WHOLLY OWNED SUBSIDIARY- DIXON ELECTRO MANUFACTURING AND CELLECOR GADGETS SIGNS MOU FOR MANUFACTURING OF REFRIGERATORS

- Dixon Electro Manufacturing Private Limited (“**Dixon Electro Manufacturing**”) and Cellecor Gadgets Limited (“**Cellecor**”) entered into MOU for manufacturing of Refrigerators and its related components for Cellecor.

Noida, 26th December, 2024

Dixon Electro Manufacturing has entered into MOU with Cellecor for manufacturing of refrigerators 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 encompassing Mobile Phones, Smart TVs, Soundbars, Smartwatches, Kitchen Appliances and Home Appliances like Washing Machine, Air Conditioners, Refrigerators, Air Coolers, Geysers , Heaters & many more products.

Commenting on this occasion, **Mr. Atul B. Lall, Vice Chairman & Managing Director of Dixon Technologies**, stated that “We are delighted to announce that Dixon Electro Manufacturing has entered into an MOU with Cellecor for manufacturing of Refrigerators and its related components. By this partnership, Dixon Electro Manufacturing will increase its customer base in Refrigerator segment. Further, this partnership represents a strategic milestone and commitment to the ‘Make in India’ initiative and to cater to the evolving needs of Indian consumers.

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 (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

For further clarification, you may contact the undersigned:

Ashish Kumar

Chief Legal Counsel and Group Company Secretary

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