



16th July, 2025

Ref. No. 25/2025-2026

To, The Manager - Corporate Compliance BSE Limited 25 th Floor, P.J. Towers, Dalal Street, Mumbai-400 001 Scrip Code: 500279	To, The Manager - Corporate Compliance National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051 Symbol: MIRCELECTR
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Respected Sir/Madam,

Sub: ONIDA launches MINI LED TV's

With reference to above mentioned subject, please find enclosed the details.

We request you to take note of the same.

Thanking You.

for MIRC Electronics Limited

**Vijay Mansukhani
Chairman & Managing Director
DIN: 01041809**

Encl: - As above

MIRC ELECTRONICS LIMITED

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CIN No.: L32300MH1981PLC023637. Website: www.onida.com



ONIDA Launches MINI LED TV's

Mumbai, July 16, 2025:

As Onida takes a giant leap forward with its Mini LED TV Series, Chairman & Managing Director Mr. Vijay Mansukhani stated: "The launch of Onida's Mini LED TV Series marks a defining moment in our journey of innovation. With Mini LED technology, we are not just enhancing visuals; we are reimagining how India experiences television. This is where cutting-edge global innovation meets the enduring spirit of Indian engineering, creating a future-ready viewing experience like never before. Mini LED is not just an upgrade; it's a reinvention."



Using thousands of ultra-small LEDs—far more precise than conventional LED TVs—our panels feature 140 local dimming zones, enabling pinpoint brightness control and exceptional contrast with 800 Nits. This means deeper blacks, dazzling brightness, and vivid clarity, even in the brightest living rooms of India.

What sets Onida apart is how this global technology is tuned for Indian sensibilities:

- Quantum Dot (QLED) technology brings colors to life with stunning realism.
- HDR10 and Dolby Vision support ensure every frame feels immersive and cinematic.
- Dolby Atmos sound surrounds you, whether it's family movie night or match day.
- With Google TV, voice control, and built-in Chromecast, smart entertainment becomes seamless.



Ideal Audience

This Mini LED series is crafted for the discerning Indian viewers —

- The urban professional or tech-savvy family looking for premium performance.
- The cinema enthusiast or sports fanatic who demands precision and punch.
- The modern homemaker who values aesthetics, convenience, and long-term reliability.
- The next-gen gamer, who seeks brightness, speed, and immersive sound.

Whether it's OTT streaming, console gaming, or binge-worthy TV, the Onida Mini LED TV isn't just a screen — it's an experience.

As a legacy Indian brand reinventing itself for tomorrow's consumers, this launch marks a significant moment for Onida and the evolving home entertainment landscape in India.

About MIRC Electronics Limited:

MIRC Electronics Limited (NSE: MIRCELECTR, BSE: 500279), established in 1981 by Mr. Gulu Mirchandani & Mr. Vijay Mansukhani, is India's leading manufacturer of Electronic Consumer Durable Products manufacturing and selling products viz. Air-Conditioners, LED Televisions, Washing Machines, Refrigerators, Coolers. Headquartered in Mumbai, ONIDA's pan-India presence is facilitated through dealers, franchisees, retail network & service partners spread across the country. ONIDA enjoys a sizeable client base in India. For more information, please visit www.onida.com

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For further information, please contact: investors@onida.com